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THE FLORIDA SETTLER AND INVESTOR

(ILLUSTRATED)

SCENE IN AVOCA GROVE.

Published by JOHN MORTIMER MURPHY.

Pizzo Coll
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..AVOCA GROVE..

WHICH IS KNOWN throughout the country as "My Florida Home," on account of the song of that title which describes it, and which may be obtained from the passenger department of the F. C. & P. R. R., at Jacksonville, Fla., is now offered for sale very cheaply, owing to the fact that its proprietor is absent most of the time, and can pay little or no attention to it.

Avoca Grove lies near the mouth of Anclote Harbor, where it joins the Gulf of Mexico; is on a high, grey hummock, about forty feet above the Harbor, and commands beautiful views of the Gulf of Mexico, the Anclote River, the town of Tarpon Springs, the sponge fleet, when it is in Anclote Harbor, and the Gulf Highlands.

VIEW OF ANCLOTE HARBOR AND GULF OF MEXICO FROM THE GROVE.

The land adjoining it on the south was bought by the late Duke of Sutherland, on account of its beauty, and it was his purpose to erect a magnificent residence there, but death prevented.

The Grove slopes towards the north and south, and a high ridge, which was formerly an Indian village, affords an ideal location for a grand hotel, casino, aquatic club, or private residences.

This ridge boasts of a splendid Echo, probably the best in the State, so that a piano played on the Grove can be heard a long distance out to sea.

The Grove is almost surrounded by salt water, which gives it splendid protection from frosts; hence, it escapes from freezes which kill trees on the north side of the river.

The freeze of February, 1895, only slightly injured the old seedling orange trees, while many tender tropical plants were not even touched.

A TROPICAL PARK NEAR THE HOUSE.

One may see here at a glance huge oaks and hickories, towering palmettoes, bearing date palms, silk and strawberry trees, olives, mangoes, aguacate, Leconte and Keifer pears, African papayas, sugar apples, custard apples, kakis, tomots, plums, peaches, citrons, oranges, lemons, limes, pomelos, pomegranates, and others, growing side by side, and thriving under the same system of cultivation.

Most persons are charmed with the view presented here by a small grove of palmettoes, oaks, date palms, bananas, kakis, figs, and lime trees, as the foliage of all seem mingled together, at a distance, and form a rich tropical foreground for the harbor.

Among the roots and vegetables raised on the Grove are every kind that thrives in the temperate zone, and such rarities—in the North at least—as the colocassia, or taro root, of the Sandwich Islands, the manihot, or cassava plant, of Brazil, the comptie, or Indian bread root, the Chilian pepper, the edible caladium of Cuba, ond others.

Anything that has roots, and will grow in this latitude, thrives here, because the land is rich, rolling, well drained, and so varied that it can produce anything, from celery to peas, in perfection.

Some of it, such as the salt water marsh, can grow asparagus, cabbage, cauliflowers, celery, onions, and salsify in profusion; the low hummock in the back part is splendidly adapted to the growth of the colocassia, caladium, crinum, and rice, while the rich, high pine land and hummock cause all roots and vegetables planted in them to grow with great vigor.

The grasses frequently attain a height of three and four feet, and yield from two to six tons to the acre.

The salt water, close up to the Grove, varies from six to seventeen feet in depth, and as it contains marine fish of many kinds, enough for the house may be caught in a short time.

A salt water lake—Avoca Lake—at the rear of the Grove is also well stocked with fish, which are readily captured.

The Grove is protected from winds on the northern side by a hedge of oleanders and bearing lime trees; on the west by a belt of hardwood trees and pines; on the south by a heavy pine forest and the Gulf of Mexico, and on the east by a high ridge and a beautiful river.

A small bay on this side enables boats to outride any gale that blows during the worst equinoctial storms.

Being on a high ridge, and on the southern side of the harbor, the Grove is never injured by ordinary frosts, and is, therefore, ten times more valuable than places liable to such injury.

Its healthfulness cannot be excelled, and this caused it to be recommended as a site for a sanitarium by some eminent physicians.

A fine bathing beach, without a shell on it, extends along the front of the place, and is only thirty yards from the house.

The Grove will be sold for a fraction of its value, to enable the owner to attend to his other duties.

FEEDING EGRETS IN TROPICAL PARK.

No finer location can be found in Florida for a grand hotel, not only on account of its natural beauty, fertility, healthfulness, and convenience to unexcelled localities for boating, bathing sailing, and fishing, but also on account of the splendid field sports obtainable close by, the opportunities for studying new and interesting industries, and the facilities for reaching a market, Tampa being only 28 miles distant, Tarpon Springs two miles, Sutherland eight miles, Clear Water 15 miles, St. Petersberg thirty miles.

The postoffice is only a few yards from the house, and Anclote, which is to be a headquarters for the sponge business, lies across the river. It is, therefore, far enough away from a town to avoid town annoyances, and near enough to enjoy its advantages.

Schools and churches are convenient, and a standard railway line, having direct connections with the leading Northern railways, is only two miles distant.

The surrounding country affords fine driving and riding through the pine forests, and over highlands that command grand views of St. Joseph's Bay, the Anclote Keys, the Anclote light house, the sponge fleet and sponge kraals, and the Gulf of Mexico.

Oysters are abundant a short distance away, and the waters near the Grove make excellent fattening beds for them.

The Grove contains 68 acres, and as it has a large water front, is well adapted for a colony of refined people, or for summer or winter residents. It will be sold in parts, if the whole is not wanted, at very moderate rates, to the right sort of people.

For terms, address J. M. Murphy, Anclote, Fla.

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HILLSBORO COUNTY.

THE GEM OF FLORIDA.

HILLSBORO County, which is known among its many admirers as "The Gem of Florida," lies between the 82d degree and 83d degree of west longitude, and the 27th degree 10' and the 28th degree 10' north latitude. It is bounded on the north by Pasco county; on the south by Manatee county; on the east by Polk county, and on the west by the Gulf of Mexico. It is the fourth county on the north from the extreme southern portion of the State, and therefore possesses a delightful semi-tropical climate which is never extremely warm or cold. It has a salt water coast line of about 150 miles, and is protected from even the mild gales that blow from the west by an archipelago of wooded islands which extend from its northern to its southern limits, at an average distance of five miles from the mainland.

The intervening channel is deep enough to permit coasting vessels to sail its entire length of about thirty miles, and its "passes" afford egress to the vessels that ply between ports on the mainland and such cities as Pensacola, Mobile and New Orleans.

The most important part of the main channel is St. Josephs Bay, or Anclote Harbor, in the northern part, where the sponge fleet makes its headquarters. The deep passes of these waters afford egress and ingress to coasting steamers.

Hillsboro is divided from Manatee county by Tampa Bay, one of the most beautiful sheets of water in the United States, and also one of the most historically interesting, for it was on its shores that DeSoto landed May 30th, 1539, and from which he began that heroic march which led to the discovery of the Mississippi River.

The bay is over thirty miles long, from twelve to fifteen miles wide, and has twenty-two feet of water from its mouth to St. Petersburg, and, owing to recent improvements in the channel, about the same depth as far as Port Tampa, which is thirty miles from the Gulf of Mexico. This bay is destined to become one of the great commercial highways of the world, for it is the gateway through which must pass the larger portion of the products of South America whenever the Nicaragua Canal is constructed. Dredges are kept steadily at work to keep its channel from being closed by currents or shifting sands and, as a result, it is constantly improving as a commercial highway. The White Squadron visited Tampa Bay in 1892, and found a fine anchorage inside Egmont Key, whose lighthouse guards the entrance to the Gulf and illumines the water for a distance of thirty miles.

Towns and villages are now springing up along the shores of the bay and doing a good business. These are the nuclei of future cities of importance, for it is evident to the most unobservant person that such a beautiful body of water, which is environed by a rich country that possessess a climate unexcelled elsewhere on earth, cannot long remain unknown to the energetic people of the North and West. Even now its tranquil bosom is dotted with many white-winged vessels and swift and handsome steamers, but these are mere indications of what the future will bring forth.

Tampa Bay may be said to have two important branches, the Hillsboro River, which runs up to the City of Tampa, and Old Tampa Bay, which extends from Port Tampa to Bayview, a distance of several miles. Both these branches are navigable for coasting vessels and river steamers, and water an important and fertile tract of country.

By glancing at the map of Florida it will be seen that Western Hillsboro is almost surrounded by salt water, the Gulf of Mexico being on the west, southwest and northwest; Tampa Bay on the south; Old Tampa Bay on the east of the sub-peninsula, and Anclote Bay on the north. The latter two bodies are only a short distance apart, and could be easily united by a canal. The presence of salt water on every side is largely the cause of the splendid climate of the county, which is unexcelled for its equability. This water is aided to a greater or less extent by the charming and numerous lakes of the interior, many of which are rather deep and stocked with fish. The salt waters being kept constantly in motion by perpetual sea breezes, they cool the atmosphere in summer, warm it in winter, and keep the temperature so equable that the county is said by the most eminent sanitarians and climatologists in the United States to be the healthiest part of the earth, and to possess the best climate known for the cure of diseases which are incurable in Northern regions.

The rivers of the county are comparatively few and navigable only short distances from the salt water. The most important are the Hillsboro, Alafia and Anclote, the latter equaling the Oklawaha in scenic attractions in several places. Hillsboro county has a general area of about 1,300 square miles, or 832,000 acres, and of these the greater portion is covered with woods of various kinds, the pine being most abundant. The land is either level or gently rolling, but on the west coast it often rises into rounded hillocks ranging in altitude from fifty to two hundred feet. These are known as the Highlands of the Gulf, and are noted for their healthfulness and picturesque surroundings.

The soil varies in character, some parts being poor and sandy, and others a high quality of pine land, rich hammocks or fertile marsh which makes the best truck gardens when it is drained. Cypress marshes and flatwoods, when properly treated, are now considered equal to the best for the raising of vegetables or grass, because they rarely, if ever, suffer from drought, and drainage relieves them of any excess of water. There are some tracts of prairie, but they are only used as grazing lands, as a rule. Pine land is the most abundant and that most generally selected for orange groves.

The eastern portions of the county are well adapted to the production of staple crops, such as cotton, corn, sugar cane, potatoes, rice and kindred products, and although these will also thrive on the western coast, yet that region seems better adapted to the growth of fruits, especially the semi-tropical, owing to its very mild climate, the equability of the seasons, and the currents of air that blow over it from the Gulf of Mexico. Both sections are well adapted to cattle raising, the forests, especially the flatwoods of the interior, being a mass of verdure during the rainy season. Taking the county as a whole it may be considered one of the very best sections of the State for combined agriculture, horticulture and cattle raising, and when it comes to climate, healthfulness, opportunities for yachting, rowing and angling, we may say, without the least attempt at exaggeration, that it has no superior.

Its future commercial status promises to be of the brightest, and being connected with all parts of the United States by splendid railroads and fast steamers, and with the West Indies

and Central America by what may literally be called "floating palaces," it follows, as a matter of course, that it offers the best of fields to sturdy workers and men of brains and energy. Its rapid development in material resources during the last few years may be inferred from its tax assessments. The aggregate value of the property in the county, placed at about its lowest limit was, in 1892, $5,985,386; in 1893, $6,567,679; and in 1894, $7,061,734. Of the latter amount, $71,523.97 were applied to the expenses of the county. The taxable property was valued as follows for 1894: real estate, $5,040,-250; railroads and telegraphs, $852,-639.63; personal property, $1,168,-845.

Notwithstanding the destructive freeze of February, 1895, property has increased in value, the assessments for the current year placing it at $7,-240,000. This is a splendid showing and speaks well for a county having about 34,600 inhabitants.

COUNTY OFFICIALS.

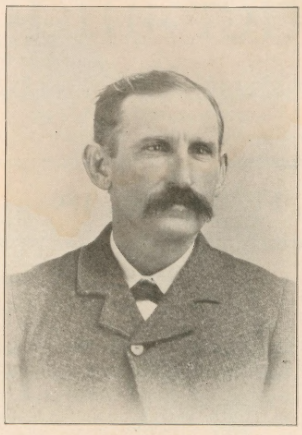
Hillsboro county is fortunate in having an excellent corps of officials who are energetic, true to their duty, and governed by a high sense of honor.

The Circuit Judge, Hon. Barron Phillips, is esteemed for his sense of justice, dignity, and freedom from bias in all judicial matters. He is a native of Alabama, but moved to Texas when very young, and was admitted to the bar there. On coming to Tampa he engaged in a lucrative law business almost at the start, and his ability was recognized by being appointed to his present position in 1892 when Judge Sparkman retired.

The State Attorney, W. A. Carter, Esq., was a former partner of Judge Phillips in the law business. He is a native of Florida and characterized by ready eloquence, keen logic, enterprise and determination.

The Tax Assessor, Ivey Register, Esq., is a native of Georgia. He is serving his first term as assessor, but was previously the County Surveyor for six years. He is deservedly popular.

The County Superintendent of Education, L. W. Buchholz, Esq., is a native of Dantzic, Prussia, and was a State teacher in his own land. He is serving his second term in his present official position, and giving excellent satisfaction, being devoted to the cause of education, and trying to raise the teachers to the highest condition of efficiency. He is ably seconded in his efforts by Hon. W. B. Henderson, President of the Board of Education, who has done a great deal for the advancement of the public schools.



THOMAS K. SPENCER,

Sheriff of Hillsboro county, was born in what is now Pasco county, in 1846, but moved with his family to Tampa in 1848. His father settled on what is called the Hawley Place, and was subsequently elected sheriff of Hillsboro county, an office which he filled with honor for twelve years. As soon as the subject of our sketch was old enough, he entered the printing office of *The Florida Peninsula*, which was then the only periodical in South Florida.

He served in that office for four years and left it in 1861 to enlist as a drummer in company K, 4th Florida Infantry, but he was discharged from the service a year later for being under age. On his return home his adventurous spirit could not brook the tedium of hamlet life, so he became a blockade runner, was captured and remained in prison seven months.

As soon as he reached home once more he enlisted in a cavalry company and served until the close of the war. He has the honor of being the last soldier to serve the Lost Cause in Florida, having been sent off with dispatches and not returning for twenty days after the surrender of Johnston.

On becoming a civilian once more he revived the *Peninsula*, and being the only printer in Tampa, he had to perform most of the work himself, except what assistance he got from a few boys he was training. He afterwards owned the Tampa *Tribune* and in that labored earnestly for years for the development of Hillsboro county. His hopes have been realized in many cases, for the town he loved so well has grown from a mere hamlet to a city of nearly 22,000 inhabitants, and he is Sheriff of the most prosperous county in the State, having been elected to the office in 1892. He was collector of customs under President Cleveland's first administration, and served four years. Mr. Spencer is characterized by energy, affability and loyalty to friends, party and duty.

Major Charles Wright, Clerk of the Circuit Court, is a native of Georgia, but has long been identified with Tampa. He has always been active in local politics, and was formerly business manager of the *Tribune*. He keeps a model office and is popular with all classes.

The County Judge, C. E. Harrison, Esq., was born in Jacksonville, Florida, but has lived many years in Tampa. His ancestors have been natives of Florida since the Revolutionary War, and are therefore strongly identified with the history of the State. He has served as County Judge for twelve years in succession, and is likely to serve in that position as long as he chooses, he being a very high type of judicial honor and courtliness. It may be said of him that he is as loyal to his trust as a man can be, and deals justly with all, whether rich or poor.

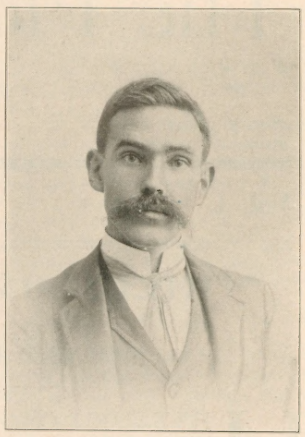
Mr. I. S. Giddens, the County Treasurer, is a member of the wholesale grocery house of I. S. Giddens & Co., and an excellent type of the man of business.

The Judge of the Criminal Court, J. B. Wall, Esq., is a native of Florida; has served as State representative and senator; been active in politics for years, and held several offices of public trust. He is highly esteemed.

The Prosecuting Attorney of the Criminal Court, P. O. Knight, Esq., is a native of Pennsylvania, but has for years been identified with Florida. He has filled several important offices; was Mayor of Fort Myers when twenty-one years of age; represented Lee county in the Legislature; has been councilman in Tampa; is the legal advisor of two railroads, and prominent in every work of progress.

The County Commissioners are: S. J. Drawdy, president, and Messrs. J. E. Tomberlin, H. Somerville, W. F. Merrin and J. W. Valindingham.

Wm. E. Bledsoe, the Tax Collector of Hillsboro county, was born in Bloomingdale, this county, January 22, 1863, and received his education in the public schools of his native place. His parents were among the earliest settlers in the Bloomingdale district, and its most enterprising farmers and horticulturists. The subject of our sketch made his first venture in politics in 1890, by receiving the nomination for County Tax Collector, and was promptly elected. He was re-elected to the



WM. E. BLEDSOE.

office two years later, and is now serving his third term, much to the satisfaction of the tax-payers, as he has always been obliging and ready to aid them in any way in his power.

The best tribute that can be paid to his worth is the fact that no person has yet been able to take the position from him, nor can one be found so long as he wishes to keep it. Mr. Bledsoe is happily married, and has a daughter, his wife having been born Miss Green of Plant City.

CLIMATE AND HEALTH.

The climate of Hillsboro County is one of the most equable on earth, owing to the perpetual sea-breezes that blow over it from the gulf of Mexico and the Atlantic Ocean; its proximity to the tropics, which prevents blighting frosts; the rolling character of the soil, which affords excellent drainage, and the abundance of sunshine throughout the year.

During the decimating freeze of 1895 most of the seedling orange trees of any age on the west coast of the County escaped with only the loss of their leaves and tender branches, and many of them now look as well as ever, and will produce heavy crops next year. This coast, owing to its splendid water protection from the mouth of the Anclote River to Point Pinellas, is considered the healthiest part of the world, and has been recommended as the site of the proposed great World Sanitarium by the International Association of Physicians, and by several of the most eminent medical men in the United States.

Its healthfulness may be inferred from the fact that a body of troops numbering 2,000 who were almost worn out from campaigning in the Everglades after the Indians, were transferred and only lost two men in two years. An eminent English army surgeon who examined Avoca Grove at the mouth of Anclote River, to test its availability for a sanitarium, promptly recommended it for that purpose, and frankly said that he considered that and some of the surrounding region to be as healthy as any place on this planet could be. The rarity of a death here fully sustains his idea. Sunstroke is unknown, and tornadoes and cyclones are exceedingly rare and do little damage, as they usually follow the Atlantic Ocean northward until they expend their force in the Arctic region. Summer, being the rainy season, showers are of almost daily occurence, and modify the heat so much that the weather is often as cool as it would be on mountains, and the nights are so pleasant, as a rule, that covering has to be used on the bed.

The result is, that summer diseases are comparatively rare, the most prominent being a mild remittent fever which yields readily to proper treatment. The mortality throughout the county may be placed at about 5 per 1,000 per annum, for in Tampa it was only 9.8 per 1,000 in July, 1893, one of the sickliest months in the year, and of these deaths nearly one-half was among foreigners, babies and old people.

It may be stated as a general principle that no part of the earth shows a lower death rate than this county, and that it boasts of as many old people as any equal area on the Continent. Prof. Considine, the government observer at Tampa, has collected statistics which prove that the county has more sunshine, combined with equability of temperature, than any other portion of the United States. Some places have a greater per centage of sunshine, but a lower and more variable temperature, and this variability and range of thermometer destroy their efficacy as resorts for invalids and for the alleviation of diseases for which they might otherwise prove beneficial. Several physicians report the Gulf Coast of Hillsboro county to be far superior to other parts for all throat, nasal and lung troubles, because the climate is more equable, more free from storms, fogs and cold winds, and the land being more elevated, is better drained. All diseases, from extreme neurasthenia to consumption, are benefited, if not cured here, and persons suffering from asthma improve almost immediately after coming to the coast. The great cause for this rapid improvement in most cases is the presence of vast pine forests, which yield ozone in large quantities; the equable temperature, which permits persons to remain outdoors all day; the abundance of sunshine, the excellent opportunities offered for sailing, rowing, angling, shooting or botanizing, and the constant presence of balmy breezes from the Gulf of Mexico. The land along the West Coast is also splendidly drained, and swamps are few and far between.

The larger towns in the county may afford more enjoyment to the robust in health, but the pretty hamlets and towns along the Gulf of Mexico are better for invalids and those suffering from overwork, debility or worry.

TRUCK FARMING.

Hillsboro County can produce all the roots and vegetables of the Temperate Zone, and nearly all the fruits, besides many indigenous to tropical regions. Among the vegetables which grow freely and yield largely are asparagus, beans, brocoli, Brussel sprouts, beets, cabbages, carrots, cauliflowers, celery, cress, cucumbers, egg plants, lettuce, mustard, musk and watermelons, okra, onions, parsley, peanuts, peas, sweet and Irish potatoes, pepper, pumpkins, radishes, squashes, spinach, strawberries, tomatoes, turnips and others. According to government reports, only two States, Massachusetts and Rhode Island, yield products of a higher average money value per acre than Florida. In Massachusetts the yield is $16 per acre; Rhode Island, $15; New Jersey, $12; Florida, $12; Connecticut, $11; Vermont, $10; New York, $10; South Carolina, $10; Mississippi, $10; California, $8.50; Iowa, $6.33; District of Columbia, $3.50.

This report may not be up to the expectations of most people, yet it shows how much more productive Florida is than the other Southern States, even California, "with all its vaunted excellences."

The crops most generally raised for Northern markets are cabbages, cauliflowers, celery, cucumbers, egg plants, strawberries, tomatoes and some others. Celery, equal to the best Michigan product, grows in rank luxuriance and sells readily in home and Northern markets. Cabbage frequently nets $500 an acre, and sweet peppers from $1,000 to $1,400. Egg plants bring from $5 to $20 a barrel; tomatoes, $3 to $5 a crate, and 75 cents at the close of the season; cucumbers realize large but varying prices, and strawberries are expected to yield from $500 to $700 profit per acre besides leaving the culls for home use. Early tomatoes and strawberries are considered the most profitable crops, yet Irish potatoes, onions, cucumbers and egg plants pay well, as a rule, and are favorite crops with those somewhat remote from markets, as they stand transportation to long distances. Irish potatoes bring from $5 to $10 a barrel, and the writer has received $15 a barrel for some raised by himself on high hammock land. Two crops of potatoes can be grown in a year. Sweet potatoes are perfectly at home here and attain a large size. They usually retail at 50 cents a bushel. Cases are known where a man cleared $1,050 a year from an acre of land planted with two crops of Irish potatoes, the first crop giving him $750 and the second $300. Market gardeners say there is as much money in this crop year in and year out as in any raised here, because potatoes are always in demand and bring cash down. Onions yield largely in suitable soil and are rarely injured by insects. I do not know of any crops which prove a failure in winter, as prices are generally good, and the large hotels, and such excellent markets as Tampa, are always on the alert for fresh vegetables of the best quality.

Persons who desire to obtain detailed information about the value of crops in the county should send to J. M. Murphy, Anclote, Fla., for a copy of his work, "The Gem of Florida." Price 10 cents.

FIELD CROPS.

Among the field crops profitably grown here are the arrow root, castor bean, cassava, comptie, or Indian bread root, corn, cotton, melons, winter oats and rye, ramie, rice, sisal hemp, sugar cane, tobacco and others.

The arrow root grows luxuriantly, yields largely, is rich in starch, and equals the best Bermuda variety. Manihot, or cassava, from which starch and tapioca are made, produces from seven to fifteen tons to the acre, and thrives on the poorest soil. The comptie, or Indian bread root grows wild, but is rarely used, although it is one of the best starch producers known. The castor bean attains a height of thirty feet; the ramie, jute and sisal hemp grow luxuriantly and are superior to those of Yucatan. They thrive on the poorest soil and need little care or fertilizer. Nothing has yet been done about raising them for manufacturing purposes. Corn yields from ten to fifty bushels an acre, according to the care and fertilizer received; winter oats and rye make fine forage; the long staple cotton is perfectly at home here, and upland rice yields from twenty to seventy bushels an acre. Melons grow to a large size, have a fine flavor, and bring good prices in Northern markets, and tobacco seems an indigenous plant, so luxuriantly does it grow. The war in Cuba has turned the attention of several persons to tobacco growing here, it being reported that a grade equal to the best Cuban product can be raised in various parts of the county. This, if sold at from 25 to 50 cents a pound, is said to yield a profit varying from $75 to $500 per acre. Land near salt water is unfit for this crop, as the salt affects its color and flavor, but there is plenty of land in the interior of the county where it can be grown.

Sugar cane yields from 1,000 to 5,000 pounds to the acre, according to the soil and method of cultivation, and grows on all lands except the very wet. A yield of 70,000 pounds of green cane to the acre is not rare, and as the cane rattoons from three to eight years it requires little care after being once planted.

The forage crops, such as Japan clover, Florida clover, and cowpea yield from three to four thousand pounds of organic matter to the acre, and are equal to hay and oats combined as food for stock—notably the pea. An acre of cowpeas turned under gives the soil 69 pounds of nitrogen, 29 pounds of phosphoric acid and 110 pounds of potash, so that they are among the best soil renovators known, and as they can be planted from January to September they are always available as stock food or fertilizer. This pea will grow on the poorest land without any manuring, and as the roots enrich the soil by bringing up fertilizing material from great depths, it should be grown in every orange grove. Kaffir corn, milo maize, branching dhoura and many kinds of grasses also make splendid forage.

The yield of these products depends on the soil and method of cultivation, and two crops a year may be raised of most of them, so that farming here must perforce, other things being equal, be far more profitable than in the North where only one crop a year can be produced.

I could give some startling figures to prove how profitable farming is in this county, but prefer not to quote them for fear they may raise the expectations of prospective settlers too high. It would be safe to say that nowhere else in the Union, outside of Florida, do products bring such good prices or yield more profusely, and that much being said, intelligent readers can form their own deductions as to the profits of farming here. It is by no means a bonanza, but those engaged in it can, in all probability, make a good living easier than in any other part of the Continent under the same conditions.

The main drawback to highly profitable farming is the great distance which crops must be hauled to a market, which necessitates heavy freight charges, the uncertainty of their reaching market in prime condition, and the chances of getting honest prices from the commission merchants. These conditions must be weighed by prospective immigrants, and if they are considered of minor importance, it may be said that Hillsboro county offers settlers as fine a field for truck growing, fruit culture and general farming as any portion of the South.

FRUITS AND FRUIT CULTURE.

Notwithstanding the destructive frosts of February, 1895,—the most destructive known in the history of the State as far back as records run—the orange groves of the Gulf Coast of the county have escaped remarkably well, particularly the seedling trees over five years of age. This was due to the protection afforded by the Gulf of Mexico, the elevated character of the land and the abundance of environing coppices and dense pine forests. At Avoca Grove, near the mouth of the Anclote River, such tender tropical plants as the tamarind, royal poinciana, sugar apple, rose apple, star apple, surinam cherry, Otaheite gooseberry, mango, alligator pear, custard apple, papaya, and several others were saved from destruction, mainly on account of its elevation above the sea, rich soil and surrounding bodies of salt water. These bodies protected it on almost every side, and made it as frost-proof as any place in its latitude could be made.

Among the fruit trees cultivated in this grove are the Avocado pear, banana, cocoa plum, cherimoya, cashew nut, citron, date palm, fig, grape, guava, jujube, kaki, or Japan persimmon, lemon, lime, loquat, mango, papaya, mulberry, orange, olive, Otaheite gooseberry, peach, LeConte and Keifer pear, the pecan, plantain, plum, pomegranate, rose apple, sea grape, sour sop or ice cream fruit, sugar apple, strawberry tree, tamarind, and others more or less known. All these grow close together and thrive under the same system of cultivation. This close mingling of Northern, semi-tropical and tropical fruits is very interesting, as it shows what a great variety of plants can be grown in this climate.

All the ordinary palms do well, and the bamboos are as much at home as they are in China or Japan. All the tropical fruits raised in this latitude bring good prices. Avocado pears, for instance, are worth five cents each, and the trees bear when they are five years of age, and produce any number of fruit from 500 to 8,000 each at a time; the profits of an acre, at 50 trees to the acre, may therefore, be readily computed. Avocado pears have been grown here for years without much injury from frost until last February. Pineapples grown in the open air have done very well here, but much better when planted in a proper enclosure. These make a very profitable crop, and are therefore being raised more extensively every year. Cinnamon and camphor trees grow splendidly, and ought, it seems, to be worth cultivating on an extensive scale.

No portion of the State is better adapted to the growth of citrus fruits than Hillsboro county, the lemon, lime, orange, citron, pomelo and shaddock doing equally well. The last frost, which proved so disastrous to counties further north, has only temporarily checked the growth of these fruits on the west coast of this county, for within two years the old seedling groves will bear almost as profusely as ever, and profitable prices will be received for the fruit. A small bearing grove is now more valuable than a large one was a few years ago, and will become more valuable from year to year, for there will be less competition in the orange business, and the southern counties, with their comparative freedom from frost, will have almost a monopoly of the trade. The Florida orange having no rival in size and flavor, will always bring the highest market price, and be sought with avidity by the best class of people.

The writer believes that there never was a better time than the present to engage in orange culture, because good land can now be bought cheap; groves that will bear in two or three years may be secured at a fraction of what they are worth, and excellent means of transportation are found in all sections of the county. Orange culture is very attractive, but those who wish to engage in it should take care, first, that they secure an undoubtedly healthy location; second, convenience to rail or water transportation; third, a rich, and, if possible, varied soil; fourth, good water protection. Places that possess these qualities should prove profitable and enable persons to lead a healthy, happy life.

Localities of the right sort are abundant on the west coast of Hillsboro from the mouth of the Anclote River to Passe a Grille, and may be bought at a fraction of their cost and value, because their owners exhausted their funds in making them.

The kaki, or Japan persimmon, grows freely and bears shipping to distant markets very well; the guava thrives on the poorest soil, and produces abundantly; and the muscadine species of grape is at home from one end of the State to the other, and bears large crops. The White Niagara grape is also a decided success, and a black grape recently introduced on the West Coast from Texas promises to reach the highest perfection in its new home. It yields heavily and makes a rich wine.

The loquat, mulberry, peach, pear, fig, pecan, plum, sea grape and other fruits grow splendidly in suitable locations, and, if properly fertilized and cultivated, attain unusual size and are heavy bearers. The county is, in fact, one of the best in the State for general fruit culture.

STOCK RAISING.

All species of domestic animals do well here, if cared for, but cattle and hogs are usually allowed to shift for themselves the year round and therefore present anything but a well-fed appearance, and furnish anything but a succulent steak. Were horned cattle and hogs cared for here as they are elsewhere, stock raising could be made a profitable business.

Domestic fowls of all kinds do well, and are far more free from disease than in the Northern States, owing to the equability of the climate, abundance of sunshine and the absence of the chilling cold.

THE SPONGE INDUSTRY.

Anclote Harbor is the headquarters of the fleets engaged in gathering sponges, and the richest sponge grounds in Florida are close by. The value of the sponges secured every year varies from $500,000 to $1,250,000, and nearly all these are found along the West Coast. From thirty to seventy vessels may be seen in Anclote Harbor each Saturday, as they return to their kraals, where the sponges are kept, once a week to clean and prepare them for market. Houses where sponges are packed, pressed and baled for shipment may be seen at the mouth of the Anclote River, and are open to all visitors.

TIMBER.

This county is heavily timbered with woods of various kinds, but the pines are most abundant, being almost omnipresent. The hickories, oaks, and pines, the magnolia, cedar, red bay, dogwood, willow, buttonwood, mulberry, cypress, ash, locust, and many others are found throughout the county, and within comparatively short distances of rail or river transportation, so that they are available for manufacturing purposes. All wooden articles produced here can find a ready market in the West Indies and Central America, and successfully compete with the Northern products.

OYSTERS AND TURTLES.

Oysters and turtles are also abundant and cheap in the season. Large beds of oysters are being cultivated in various points along the coast and are said to yield good profits.

"Turtling" was formerly a paying industry, but now seems to be dying out, at least the fleet that formerly engaged in it does not seem so large or omnipresent in the Gulf.

FISHES AND FISHERIES.

About one thousand craft of all kinds and two thousand men are engaged in the marine fisheries of the county, nearly every hamlet on the littoral having its fish house and colony of fishermen. The value of the fish shipped to the interior may be placed at $150,000, and of this amount nearly two-thirds go to the wholesale houses in Tampa.

The salt water fishes found in the Gulf are among the finest known, and include the tarpon, kingfish, Jewfish, drum, Spanish mackerel, grouper, snapper, hogfish, niggar fish, pompano, cavally, sergeant fish, redfish, salt water trout, grunt, mullet, Lafayette, squirrel fish and scores of others. Vessels from New England come here every winter to catch bluefish, Spanish mackerel and other highly prized species, and generally make

successful trips. Grouper and snapper banks, where genuine leviathans may be captured, lie off Anclote Harbor, Egmont Key and other near-by places, and are readily reached from any of the coast towns.

Good tarpon angling may be found along the Gulf Coast from Anclote to Point Pinellas; the huge rays and sharks may be captured in Tampa or St. Josephs Bay; and every fresh water stream and lake literally teems with finny denizens, the most prominent of which are the big-mouthed black bass and breams and their congeners. It would be safe to say that some of the best salt water angling to be found anywhere is enjoyed on this coast, and as about fifteen species rise to the fly they afford exciting sport.

The craft sailing from Tampa alone have a capacity of 500,000 fish a day, and the Cuban vessels that fish for groupers and snappers off Anclote Harbor are said to capture $100,000 worth every year. This amount should go to American vessels, and would if there were capital or enterprise enough to secure it. Anglers may be recommended to visit any of the marine waters of the county, as they may catch anything from a great ray weighing two tons to a tarpon scaling 200 pounds.

GAME ANIMALS.

Hillsboro county has a full share of the game animals indigenous to the State, and they are abundant enough to afford reasonable recreation to all who may come here in search of field sport. Among the quadrupeds pursued for amusement are the bear, puma, wild cat and deer, the raccoon, opossum, wood and marsh hare, and two species of squirrel. The birds include the wild turkey, quail, bay birds of all kinds, the maritime and fresh water ducks, except the canvas-back, the crane and heron. The ducks are very numerous in winter. The open season for shooting extends from November to March.

For information about good game grounds write to the Passenger Department of the Plant System, Savannah, Ga., J. M. Murphy, Anclote, Fla., or Aldridge & Woodruff, Tampa.

BEE-KEEPING

Is as profitable in Florida as in any part of the Union, owing to the abundance of flowers and the numbers that are in perpetual bloom. The profits of bee culture may be inferred from the fact that a well known apiarist secured 41,000 pounds of extracted honey from 116 colonies; that a second secured 21,465 pounds from 57 colonies, and a third 5,200 pounds form 19 colonies. These figures carry their own lesson. Bees are as free from disease here as anywhere, and are said to be very industrious.

SNAKES AND INSECTS.

The general impression prevailing in the North that Florida teems with snakes and noxious insects is about as erroneous as an impression can be, for poisonous reptiles are very rare in cleared places, and the worst insect is the mosquito, but even that, on the mainland, is seldom very troublesome and even unknown in some sections. The mosquito nuisance is becoming less every year, as the country is being cleared up and the haunts of the insect destroyed. Speaking from personal experience, we would say that we have suffered more in one night from mosquitoes on Staten Island than in a month in Florida.

SCHOOLS AND CHURCHES

Are far more numerous than most people in the North would imagine, they being found at almost every important cross-roads. The schools are supported by a direct tax of four mills, fines imposed for certain misdemeanors, and money obtained from the sales of land granted to the State by the United States for educational purposes. The average attendance is about two-thirds of the total enrollment, which is about 4,600 for the county. The county also supports a Normal School, where teachers may be educated for their profession. This is conducted by the County Superintendent of Education, Prof. Buchholz. All the leading religious denominations have churches throughout the county.

HINTS TO SETTLERS.

Persons intending to settle in this county may be assured of finding here a law-abiding people, one of the healthiest parts of the earth, an equable climate, ample transportation facilities, good schools and churches, excellent land at moderate prices, the free exercise of religious and political convictions, and all the comforts of civilization. Goods are almost as cheap here as in the North, and horses and cattle are cheaper, as a rule.

Each head of a family residing in the State is entitled to the possession of 160 acres of land in the county, or half an acre and a dwelling house in a town or city, together with $1,000 worth of personal property and the improvements on the real estate, exempt from any forced sale under any process of law, except from a tax sale, mortgage or mechanic's lien; neither can real estate be made alienable without the written consent of husband and wife.

All the property of a wife owned by her before, or acquired after marriage, is made separate and is not liable for the debts of a husband.

Persons wishing to purchase property in the county will find the leading and most reliable real estate agents mentioned in this issue, and we can commend them to the attention of our readers throughout the country.

In selecting a site for a farm or home choose first, a healthy location, second, convenience to rail or water transportation, and third, a rich soil. Having secured such a place, if it consists of only a few acres, the purchaser has more of the accessories of a comfortable living than he would have on a much larger farm in the North, and he may feel assured of leading as happy a life, provided he can work, as it is possible to lead in this world of strife and uncertainty. Foreigners who become residents of the State enjoy all the property rights of native citizens.

....TAMPA....

THE GATE CITY OF THE GULF.

TAMPA is tersely called the "Gate City of the Gulf," because it is the nearest port on the American mainland to the West Indies, Central and South America, and the gateway through which must pass the greater portion of the products of these regions when the Nicaragua Canal is finished. It has every advantage that a great commercial centre should have, being surrounded by a fertile country; situated on a large bay which is navigable almost its entire length by sea-going, and to its wharves, by smaller vessels; has large and increasing permanent industries; magnificent hotels; rapid means of communication by land and water with the outside world; ample transportation facilities; an energetic population; a splendid climate, adapted either to the vigorous or the invalid; and a healthfulness that is not excelled by any city in the Union. All these advantages are genuine, and can not be taken from it by any rival. It is increasing in population at a greater proportional ratio than any city in the South, as proved by carefully kept statistics.

In 1884, when the first railway, a narrow-gauge, entered it from Sanford it had an estimated population of 800, and consisted of straggling wooden houses, without any pretensions to style, but to-day it can lay claim to 22,000 inhabitants, and business blocks and private residences that would be a credit to any city. Its trade at that time amounted to very little, but now it has commercial relations with the West Indies, Central America, and important Southern cities. There was, in 1884, not a single manufacturing establishment in the town, but at the present day it can show 154 cigar factories, besides saw and planing mills, novelty works, machine shops and cracker and soap factories.

Of the 100,000,000 cigars yearly manufactured in Tampa and vicinity, most of them find a market in the North, so that the $2,000,000 annually paid the employees of the factories come from outside sources, leaving that amount for circulation at home. This makes money comparatively easy, and enables people to carry on business with less friction than in almost any other city in the South.

In 1884 Tampa did not have even a sidewalk worth mentioning, to-day it has all the adjuncts of a modern city, with its electric railways, grand hotels, business colleges, good churches, schools, libraries and opera houses, yet, it has only just begun its career. It is now lighted by electricity and gas; has waterworks capable of yielding three million gallons of spring water daily; seventy miles of streets; a telephone system; and gives more revenue to the Federal Government than any other city in the State.

Its real property is steadily increasing in value, and commands better prices than that of cities much larger elsewhere. It is therefore an excellent

field for investment, and is appreciated as such by shrewd Northern financiers.

To give a better idea of the importance of Tampa, we give some details which must be of interest to all parties in search of homes or fields for investment.

HEATHFULNESS OF TAMPA.

That Tampa is one of the healthiest c'ties in the world is proven by its Vital Statistics which have been kept for several years. Prof. Considine, the Government weather observer, has collated facts which show that it has more sunshine, combined with an equable temperature, than any other city in the United States, the cities having the greatest per centage of sunshine and the best hygenic temperature being graded as follows: Tampa, first; Keeler, Cal., second; El Paso, Tex., third; Shreveport, La., fourth; Fort Stanton, N. M., fifth. This high per centage of sunshine enables invalids to live outdoors most of the time during the winter and aids them very much in recovering their health.

The climate of Tampa is also comparatively dry. It is generally supposed that malarial fever prevails here, but this is an error, it being more free from that disease than any city in the North, in all probability. This is readily proved by the medical statistics of the City, which are kept by the City Physician and the Board of Health. The largest mortality is among the infants under one year of age, but after children reach the age of five they suffer little from sickness.

Of the 161 deaths which occurred in Tampa, in 1893, only 88 were natives of Florida, and seventeen of those who died were between 60 and 100 years old. The statistics of 1894 bear out those of the previous year as to the healthfulness of the city. Beginning in November, the deaths for that month were only 7; for December, 10; January, 10; February, 11; March, 16; April, 10; May, 22; June, 12; July, 14; August, 8; September, 12; October, 21, or a total of 153 in a population of 22,000—estimated. Of the deaths, 61 were white males, 50 white females, 25 colored males and 17 colored females. Classifying them according to ages, 39 were under 1 year; 18 between 1 and 5 years; 6 between 5 and 15; 10 between 15 and 25; 23 between 25 and 40; 36 between 40 and 60; 19 between 60 80, and 2 between 80 and 100 years. Of the dead, only 58 were born in Florida; 49 came from other states; 39 were of foreign birth, and eight unknown.

By noting the number who died each month, it will be seen that our supposed sickliest months, the summer, show only a small mortality, March and May being the most fatal, mainly among invalids suffering from consumption. By glancing at the causes of death, it is apparent that very few die of fevers, and that diseases so fatal in other States are unknown here. Only 1 person died of abscess of the bowels; 1 of abscess of the liver; 1 of angina pectoris; 1 of apoplexy; 1 of appendicites; 1 of atelectasis; 2 of Bright's disease; 4 of bronchitis; 2 of cancer; 1 of cholera infantum; 3 of colitis; 4 of convulsions; 2 of cirrhosis of liver; 1 of congestion of the lungs; 4 of diarrhœa; 2 of diphtheria; 2 of dropsy; 4 of dysentery; 2 of endocarditis; 1 of enteritis; 5 of enterocolitis; 2 of malarial fever; 1 of thermic fever; 2 of typhoid fever; 1 of gastritis; 2 of gastro-enteritis; 1 of grippe; 6 of heart disease; 1 of hemorrhage—cerebral; 5 of inanition; 1 of influenza; 1 of intestinal inflammation; 1 of jaundice; 2 of malformation; 5 of marasmus; 1 of measles; 9 of meningitis; 2 of paralysis; 6 of peritonitis; 4 of pneumonia; 1 of poison; 22 of phthisis pulmonalis; 2 of senility; 2 of septicæmia; 1 of tetanus; 8 of trismus; 2 of tumor abdominalis; 9 of violent deaths, and 9 of unknown causes. All the fevers show only a mortality of 0.62 per 1,000 inhabitants, which is about the lowest known. Of the 22 deaths caused by consumption, only 1 was a native of Florida; 11 were foreigners, mainly Cubans and Spaniards; 8 were from various States, and 2 of unknown nativity. The consumptives who died consisted of 13 whites and 9 colored, making the death rate from this disease 0.10 per 1,000 people among the Caucasian race, and 0.22 per 1,000 among the Negro race.

Persons looking for a healthy climate will find these figures worth studying, as they explain themselves, and are more expressive than any mere essays. The health of Tampa is carefully watched by a State Board of Health, a City Physician, and the City Sanitary Committee. The latter employs 24 men, 18 horses, several scavenger wagons, and makes a house-to-house examination when deemed necessary, so that the negligent may be forced to keep their premises clean. The expenses of this department amounts to $16,000 a year, which are large for a city the size of Tampa.

To prevent any diseases being brought in from foreign countries a Quarantine Station is established at Mullet Key, near the mouth of Tampa Bay, which is under the control of the State Board of Health, of which Hon. W. B. Henderson, of Tampa, is President. Every vessel is examined or fumigated there, and only permitted to approach the city when all danger of disease is passed. Even local boats must report whenever they enter Tampa Bay, and if they do not they are captured by the proper officials and brought back for examination. It is therefore evident that no city in the Union is more carefully guarded against disease, whether internal or external, than Tampa, and that it honestly deserves its reputation for healthfulness, equability of climate, and abundance of sunshine in winter.

THE CLIMATE OF TAMPA.

The climate of Tampa may be said to consist of seven months of a breezy summer and five months of spring, with an occasional reminder of winter. The warm weather begins in April and lasts until October, and from that time until the following March, the climate is pleasantly warm and invigorating. Showers enough to supply crops the needed moisture fall during the autumn and so-called winter, and an occasional light frost appears between December and March, but the heavy kind that seriously injures orange trees does not appear once in half a century.

Most persons unacquainted with the climate think that we have fierce, sweltering summers, on account of our southern situation, but this idea is far from the fact, for our summers are much cooler than they are in the North, owing to the showers that fall daily, the constant breezes that blow night and day from ocean and gulf, and the heavy forests of pine trees that extend over the country.

The seasonal temperature from an observation of 25 years is: spring 72 degrees; summer, 80 degrees; autumn, 73 degrees; winter, 62 degrees; or a mean annual of 71 3-4 degrees, which is almost that of spring. The seasonal rainfall from an observation of 15 years is: spring, 8.56 inches; summer, 28.24 inches; autumn, 10.63 inches; winter, 8.04 inches, or a mean of 13.87 inches in round numbers.

The thermometer very rarely goes above 95 degrees in summer or below 34 degrees in winter, so that the weather is seldom oppressively hot or very cold, and that is why it is so beneficial to all persons suffering from nasal, throat and lung complaints, or general debility. The greatest drawback to the climate is the long period of warm weather which, although it may never be oppressive, is still productive of lassitude in some temperaments. The fall and winter months atone for this, they being positively delightful and very invigorating. The low rate of mortality of the city during the summer proves that the climate is healthy, and that it is not very hot is evident from the fact that sunstrokes are unknown—at least the medical statistics do not show a single case. The sun is too far north in summer to have its rays fatal so far south as this, hence, Florida is cooler from May to September than any of the Northern States, and Tampa is among the coolest spots in the State.

CITY GOVERNMENT.

The government of Tampa consists of a Mayor, two Councilmen from each Ward and three at large, besides the ordinary municipal officers. These are elected for a year, and as the officers receive rather small salaries, the city may be said to be economically governed. The Mayor, for instance, is paid only $500 per annum; the Municipal Judge $600; the City Treasurer $800, and the City Clerk $1,200, while the Councilmen give their services gratuitously.

Tampa has an estimated income of $90,000 per year and an outlay of $58,000, but when the new city bonds are sold, the outlay will be greater, as the principal streets will be placed in such fine condition that they will compare favorably with those of other cities.

The Mayor. Col. F. A. Solomonson, was born in Holland in 1860, came to Tampa in 1884, and engaged in the real estate business in October of the same year, the name of his firm being Solomonson & Fessenden. This is now one of the strongest firms of land brokers in the State, as it transacts a very large business in all sections of Tampa and throughout the county. Colonel Solomonson was elected to the City Council four times, and is serving his second term as Mayor, having been first elected to that position in 1893–4. He is the Commissary General of the State, and holds the rank of Colonel on the staff of Governor Mitchell. He is a good and firm mayor and has made the hospitality of the city honored.

John C. Jeffcott, City Clerk of Tampa, is one of those men who attain position and influence through inherent ability and strength of character. Born in Ireland in 1854, he came to the United States in 1872, and after remaining here a short time made a tour of England. On

his return he visited the leading cities of the Union while working at his trade of a painter. He came to Florida in 1880, and after traveling extensively over it, settled in Tampa, and with several of his brothers engaged in the contracting and building business under the firm name of Jeffcott Brothers. All being ardent advocates of the rights of labor, and efficient workers in the cause, their efforts were recognized by the nomination of John C. Jeffcott as city clerk of Tampa by the laboring classes in 1895. He was elected by a handsome majority, receiving an unusually heavy vote.

Mr. Jeffcott is a tireless worker in the ranks of labor, and an eloquent pleader for the rights of the toilers. As an elocutionist he has few peers in the South, his declamation being marked by warm sympathy, keen intelligence and depth of feeling. He is a popular speaker at all public assemblies, and a welcome reader at charity and social meetings. As an official he is conscientious, as a worker for the elevation of the masses he is enthusiastic, and as a writer of verse, especially that dealing with economic subjects, he is good.

Other officers of the city are Gordon Kelly, treasurer; E. M. Hendry, collector, M. B. Knight, auditor; I. H. Neff, city engineer, and F. Simonton, judge. The City Council consists of A. C. Moore, president; and Messrs. P. G. Wall, Jr., W. H. Beckwith, J. S. McFall, L. G. Cone, Emilio Pons, J. L. Holmes, J. H. Dorsey, A. Ramirez, W. W. Hooper.

FIRE DEPARTMENT.

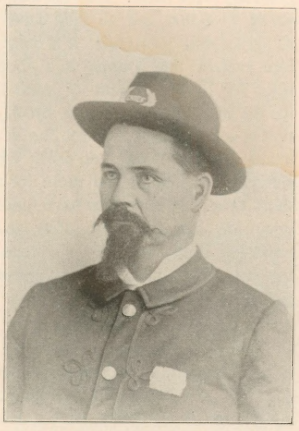
The present fire department was organized in 1895, and now has three paid stations, five call stations, thirteen horses, ten thousand feet of hose, sixteen men, and apparatus valued at $8,000. It is considered to be the most efficient department in the State for its number of men, the loss by fire in Tampa being exceeding small, and, as a consequence, insurance rates are moderate. A. I. Harris is Chief of the Department.

POLICE DERARTMENT.

The police force of Tampa consists, at present, of 20 men, all told; 14 of whom are patrolmen, but the number will shortly be increased owing to the rapid extension of the city limits.

Patrolmen are paid $50 and $55 per month, and the Chief, or Marshal, $90 a month. The monthly payroll of the department amounts to about $1,100, but as the department is self-sustaining, the city incurs no expense in maintaining it.

The present Marshal is



EUGENE A. BRANTLEY,

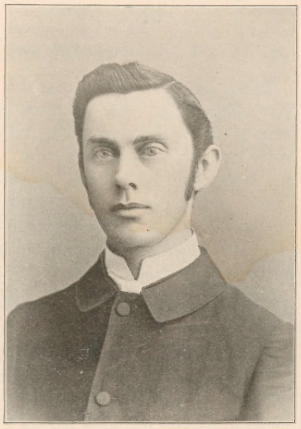
Who was born in Medway, Bullock county, Alabama, March 3rd, 1852, and came to Florida in 1882 from Columbus, Ga., to engage in the construction of railways. He was connected with the South Florida railroad for some time, and on severing his connection with that was appointed a patrolman on the Tampa police force in 1889. He became a sanitary inspector of the city in 1890, served in that capacity for three years and was then elected Marshal by a heavy majority over his rival. After serving a year he retired from the office, but being requested by his friends to assume it again he came forward in 1895 and was elected by a handsome plurality over several competitors.

He is popular, personally and officially, because he is unpretentious, conscientious and earnest. He does not use his position for bulldozing or revengeful purposes and is ever thoughtful of the unfortunate. Being strictly temperate and energetic he makes a typical City Marshal, and is therefore highly respected.

CHURCHES.

Tampa is well supplied with churches and although none is architecturally pretentious all are comfortable.

The Jews have a synagogue, the Roman Catholics, Episcopalians, Presbyterians, Baptists, Methodists, Evangelical Lutherans, and Congregationalists, a church each, and the colored people have four churches, two of which are Methodist Episcopal, one Baptist and one Episcopal. The Cubans have their own churches, and among them are a Roman Catholic, Congregational, Methodist and Episcopal. Tampa is essentially a church going city and the pastors are, without exception, earnest, hardworking and devoted to their calling. The Catholics



REV. FRED. R. GRAVES.

and Episcopalians are paying much attention to missionary work among the negroes and are meeting with much success, while the Congregationalists are doing a great deal to evangelize the Cubans. The city may be said to have twenty church organizations of all kinds, which is a large number for the population. The largest church in the city is the First Presbyterian, of which Rev. Fred. R. Graves is pastor.

He was born in Lee county, Georgia, May 6, 1868, graduated at the South-Western Presbyterian University, Clarksville, Tennessee, June, 1891, with the degree of Bachelor of Arts and was Commencement speaker and winner of the inter-society oratorical medal. He graduated from the Divinity school of the S. W. P. U., June, 1893, securing the degree of Bachelor of Divinity, and represented the graduating classes in Seminary and University as valedictorian. He was pastor of the Presbyterian church at Aberdeen, Mississippi, July, 1893, to September, 1894, and removed to Tampa September, 1894, having accepted a call to the First Presbyterian church and was installed pastor in November of that year. He is very popular with the congregation and the public.

SCHOOLS.

The public schools, while architecturally plain, are supplied with modern appliances. The average number of children in attendance is as large as the facilities at command will permit. Of the seven public schools, two are set apart for colored children. There are two business colleges, which give a good commercial education, two private schools, and the Convent conducted by the Sisters of the Holy Names, which possesses a high reputation as an institute of learning. Another convent, in Ybor City, conducted by the Sisters of St. Joseph, is very popular and doing much good.

LIBRARIES.

The Catholic, Episcopal and Congregational churches have libraries attached, which are free to seekers after knowledge; and the Cuban and Spanish club houses, and other houses owned by organizations, have small libraries or reading rooms. The people of Tampa are becoming greater readers every year, and the time is not far off when they will own a library of which all may be proud.

HOSPITALS.

The city has an Emergency Hospital, which is assisted by the county, a board of lady managers, and the local physicians, and the Children's Home, which is supported by voluntary contributions. Both are excellent institutions and worthy of our charitable people.

CLUBS

Are as numerous as necessity demands, and all are in a flourishing condition. The oldest leading social organization is the Crescent club, which has its headquarters in the Jackson block on Franklin street. It gives receptions during the season, which are attended by the best people, and its reading room, where latest papers and magazines may always be found, is open during the day and evening. It has done much to keep up a social spirit among the young people, and is doing good work in its way.

The merchants and manufacturers have one of the finest club houses in the South at Ybor City.

The Tampa Rifles have a social club, and the G. A. R., W. R. C., Confederate Veterans and Woman's Temperance Union have quarters for social and business purposes. The Society for the Prevention of Cruelty to Animals is another organization of a club-like character and is doing good work.

The Spaniards and Cubans have their own club houses, the most important being the Liceo Cubano and Casino Espanol. Dramatic and musical entertainments are frequently given in these. The Casino has a good theatre, and its members devote much attention to music, language, education and sociability.

The Liceo Cubano, at Ybor City, and Cespedes Hall, at West Tampa,

Pizzo Coll
U.S.F.

are educational centres for the Cuban population.

The Catholic club house is a very pretty structure and is liberally supplied with the latest periodicals. Excellent concerts are held there occasionally by members of the club. The house cost $8,000, and for its price is one of the cosiest and most handsomely furnished in the State.

SECRET AND FRATERNAL SOCIETIES

Are numerous; have a large membership, and are doing good work. The Americans, Spaniards, Cubans, and colored people have their own organizations. Of the Masonic order, the Americans have one society, the Cubans one, and there is one of Royal Arch Masons. There are two American and two Cuban lodges of Odd Fellows; two lodges of K. of P.; one of K. of H.; two of the Caballeros de la Luz; four Trades Unions, and two Federated Trades Councils, not to mention the negro societies. All are flourishing and steadily increasing in members and usefulness.

THE EXPORTS AND IMPORTS

Of Tampa have increased within the last twelve months, notwithstanding the serious blow it received early in the season. The exports consisted mainly of phosphate, 250,000 tons of it having been shipped from Port Tampa alone. The imports were confined to tropical fruits and tobacco from Cuba. The duties on the imports of 1894 were $400,000, but they amounted to $625,853 for 1895, an increase of over 50 per cent. The number of vessels which entered the port for the past fiscal year was 363, most of which were in the coastwise trade, and about 32,000 barrels of fish were shipped to interior points.

The canning of fish could be made profitable in Tampa, as the best marine species can be bought very cheaply. Such species as the sheephead, sea trout, redfish and their congeners can be put up for the poorer classes, and the pompano, Spanish mackerel and their kindred for the wealthy, so that there need be no waste.

Tampa yields a larger amount of revenue to the Federal Government than any other city in the State, its receipts from the postoffice being $21,067 a year; from the custom house, $625,853, and the Internal Revenue, $240,000, making a total of about $886,920 a year; yet there is not a Federal building of any consequence in the city. The receipts promise to increase rapidly in the future, so that Tampa will be one of the most important cities in the South to the Government.

MILITARY ORGANIZATIONS.

Tampa has one military company, The Tampa Rifles. It is composed of some of the most spirited young men in the city, and is considered equal to any in the State in discipline and efficiency. Its officers are, Fred Krause, captain; Amos Norris, first lieutenant; H. C. Joyce, second lieutenant. It is in the Fifth Battalion, which is commanded by Major Douglas Fleming Conoley.

Major Douglas Fleming Conoley, Commander of the Fifth Battalion, Florida State Troops, was born in Shelby Springs, Ala., May 16, 1866, being the youngest child of Judge

MAJOR DOUGLAS FLEMING CONOLEY.

John F. Conoley, who was for years the Probate Judge of Selma, Ala., and Colonel of the 29th Alabama Infantry during the Civil War. The subject of our sketch was educated at Selma, and joined the Alabama State Troops when a very young man, serving with credit in a crack corps for four years. He came to Tampa in 1886, was elected the first captain of the Tampa Rifles in 1891, and commanded it until he was appointed Major of the Fifth Battalion, with headquarters at Tampa, in June, 1894.

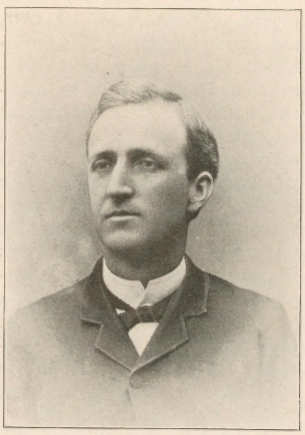
Major Conoley displays a keen instinct for military matters and has been highly commended for efficiency by regular army officers. He is now Teller of the First National Bank of Tampa, and fills that responsible position as creditably as he fills his military, which is saying much for his zeal, industry and accuracy.

BANKS.

Tampa has two National banks and one State bank, called the Citizen's Loan and Trust Bank. Each has a capital of $100,000, and all hold deposits aggregating $900,000. It is therefore evident that Tampa is a good place for the investment of capital, for the amount of money in circulation is not sufficient to meet the demands for it. Loans are worth ten per cent. per annum and more for a short time. Persons who have funds lying idle can therefore safely and profitably invest it here by addressing the bank officials or prominent real estate agents.

THE EXCHANGE NATIONAL BANK.

One of the leading financial institutions of Florida, and one which has done a great deal for the rapid upbuilding of the city, is the Exchange National Bank of Tampa, be-



J. B. ANDERSON.

cause a large proportion of its stock is held by local residents of wealth and standing, and it is backed by other banks which can supply all the money it may need.

It was organized in the spring of 1894, and opened to the public on the 16th of April, of that year, with a paid-up capital of $100,000. Its success was assured from the start. It was compelled to open a branch office in Ybor City in a few months after opening its doors. It is now considered the peer of any other financial institution in the State, and is transacting a volume of business that is actually surprising, considering the size of the city. Its notes are good the world over, and its investments are always highly profitable. Its Board of Directors consists of Edward Manrara, the wealthy cigar manufacturer; J. N. C. Stockton, President of the National Bank of Florida, at Jacksonville; Sigo Myers, a large manufacturer of Jacksonville, J. B. Anderson, Ziba King, the wealthy stockman, P. O. Knight, counsel for the F. C. & P. R. R. and prosecuting attorney of the Criminal Court, C. L. Jones, and I. S. Craft. The executive officers are Edward Manrara, President; J. N. C. Stockton, Vice-President, and J. B. Anderson, Cashier. Mr. Anderson, who has charge of the bank, is considered one of the cleverest men, shrewdest financiers, most careful investors and vigilant watchers of the conditions of trade and values of property in the city, and is therefore one of the safest men obtainable to place in the responsible position of Cashier.

The bank is supplied with all the modern conveniences for the protection of notes, money, and securities of all kinds; is prepared to give loans on responsible endorsements; to make safe investments for non-residents, and to buy and sell foreign exchange. Its sound and practical methods, vigilant and honorable management, and the care used in making loans and investments cause the bank to be one of the best of the representative financial institutions of Florida, and a credit to the city and its managers.

BANDS.

Tampa has three brass bands—a military, a Cuban and a colored. The Fifth Battalion Band numbers twenty-two men, and is led by Prof. W. D. Hallowell, an experienced leader and excellent musician. This is considered the best band in the State, and its concerts in the Court House Square every Saturday evening are largely attended. The Ybor City Band consists of twelve men, and plays Spanish music in fine style. The Tampa colored band has sixteen members and is deemed the best organization of its character in Florida.

TRANSPORTATION.

Tampa has splendid transportation facilities, having two finely equipped railway systems connecting it with the North and West, and steamers plying to all the local coast towns and such cities as Key West, Havana, Puerta Cortez, Honduras, New Orleans and Mobile, and schooner lines that make monthly trips to New York. The magnificent Plant steamers run from Port Tampa to St. Petersburg, the Manatee River, Fort Myers, Key West, Havana and various ports in Jamaica during the winter, so that Tampa may be considered second to none in conveniences of travel. The two great railway lines entering the city are the Florida

Central and Peninsular Railroad and the Plant System. The latter permeates every section of the State, and runs from Charleston, in South Carolina, to Charlotte Harbor, in Florida, and from Montgomery, Alabama, to Port Tampa, thus making it one of the largest transportation systems in the United States. It controls thirteen railway and seven steamship lines; is 4,259 miles long, and reaches the most important points in Alabama, South Carolina, Georgia, Florida, Cuba and Nova Scotia. It also controls the most magnificent hotels in Florida, such as the palatial Tampa Bay Hotel, the novel and cosy Inn at Port Tampa, the handsome Winter Park Hotel at Winter Park, and the finely equipped Ocala House at Ocala. Everything connected with this system is of the highest order, and as perfect as the human mind can make it. The president of the system, Mr. H. B. Plant, has made it the policy of his life to have everything with which he is connected as complete and thorough as possible, and this policy is evident in his hotels, steamer and railway lines. He also makes it a part of his policy to secure the best men obtainable for carrying out his ideas, and, as a consequence, success crowns all his efforts. The latest addition to his list of able men is

Col. Beverly W. Wrenn, the Passenger Traffic Manager of the entire Plant System, and the only man south of the Potomac River who bears the title of Passenger Traffic Manager. Col. Wrenn is a native of Culpepper, Va., and secured his first employment in the office of the Southern Express Company, so that his chief knew who he was appointing to the most responsible position, next to his own, in the System, when he appointed him Passenger Traffic Manager of all his steamer and railway lines. Col. Wrenn has built up every railway with which he has been connected, and made its name a household word. He had charge of the passenger department of the Western and Atlantic Railroad for sixteen years, and of the East Tennessee and Virginia Railroad for ten years, and built up their passenger traffic from a mere nothing to a splendid business in a comparitively short time. His methods of advertising these roads were original and successful, and attracted much attention throughout the country. He organized the first sleeping car service between the West and Florida, and thereby largely diverted California

F. M. JOLLY.

travel this way. His name is now synomous with success in the railway world, although he is only forty-seven years old and just entered upon his great mission. The higher he goes the better his friends will like it.

Mr. H. C. McFadden, the assistant general passenger agent of the Plant System, was born in Mt. Vernon, Ohio, October 7, 1866, and entered the service of the Cincinnati, Jackson and Mackinaw Railroad at Van Wert, Ohio, in 1884 as a messenger boy. He rose rapidly in that service until he became the ticket agent in Cincinnati, then left it to become the passenger rate clerk of the Plant System at Jacksonville in 1889. A year later he was appointed chief clerk of the passenger department, and in 1895 assistant general passenger agent. He is prompt and courteous and devoted to his business.

One of the most popular and efficient division passenger agents belonging to the Plant Syatem is Mr. F. M. Jolly, who has his headquarters in Tampa. Mr. Jolly, who is a native of Florida, began his railroad experience with a shovel in his hand when he was sixteen years of age, and advanced rapidly into the construction and passenger department of railroads until now, when he occupies one of most important divisions of the Plant System. He was district passenger agent of the East Tennessee, Virginia and Georgia Railroad in 1889 under Col. Wrenn, who there learned to appreciate his services, and was pleased to have an opportunity to secure them again when he was appointed Passenger Traffic Manager of the Plant System. Mr. Jolly was in the service of the Memphis and Charleston Railroad for some time, and gave such general satisfaction that the company was loth to part with him when he was called to other fields of usefulness. He is active, full of resources, a hard worker and popular with press and public. He has, through excursions, brought 20,000 people into Tampa the past year, and thus extensively advertised the city.

Another man of undoubted ability connected with the System is Major Branford Dunham, general superintendent, who was for years the general manager of the Baltimore and Ohio Railroad and the Louisville and Nashville.

The F. C. & P. Railroad is the oldest railway in Florida, being for years the only one in the State. Since its reorganization it has become one of the most important and best equipped lines in the South, and traverses all sections of the State from the Georgia border to Tampa. Its principal officers are natives of Florida, exceedingly kind, courteous and thoughtful. Its general manager, Capt. Maxwell, and its general passenger agent, Capt. A. O. MacDonell, are always willing to extend courtesies to settlers and visitors, and to aid excursionists in every way possible. Persons wishing to secure a song which describes an actual home in Florida, should write to Capt. MacDonell for a copy of the song "My Florida Home." This is printed on the best music paper and contains a handsome lithograph in several colors of Avoca Grove, near Anclote. The Tampa agent of this railway, Capt. McFall, is one of the city fathers and will be pleased to give visitors any information they may require about Florida.

An independent line of steamers, under the management of Capt. Garner, runs between Tampa and the Manatee River, and Fort Myers and intermediate towns in connection with this system.

Tampa has an excellent electric railway system which connects the leading thoroughfares with the suburbs. This system employs sixty-five men and carried 2,000,000 passengers in 1894. The success of the road is largely due to Mr. E. S. Douglass, its manager. A native of St. Louis, he became identified with steamboating on the Missouri River at an early age, and on giving it up to engage in a manufacturing enterprise in St. Louis, was captain of a fine boat. Desiring to see Florida for himself, he left Louisville, Ky., in his own steamer, the Bertha Lee, and ran her to Kissimmee, Fla., by following the Gulf Coast downwards to the Caloosahatchee River, thence up that

MR. E. S. DOUGLASS.

stream through Lake Okeechobee and the Kissimmee River. He traveled 2,000 miles in that steamer, and was the first person to traverse that distance in a craft of that size in open and inland waters. He assumed control of the Tropical Hotel at Kissimmee in 1884 and managed it until 1890, when he became proprietor of the Almeria Hotel at Tampa. On retiring from that, he became general manager of the Electric Railway and power Company, which owns sixteen miles of railroad, 2,500 incandescent lamps and the handsome suburban resorts of Ballast Point and DeSoto Park. He is entitled to the honor of being the first person to develop the water power on tidewater south of Georgia, and to make it a very important factor in the progress of his enterprise, as it gives him a capacity of 1,500 horse power—enough to run his road.

Associated with Mr. Douglass is the well known icthyologist, Dr. James A. Henshall. Doctor Henshall was born and educated in Baltimore, Maryland; finished his medical studies at Cincinnati, Ohio, and practiced his profession twenty years in Kentucky and a few years in Wisconsin and New York City. He relinquished the practice of medicine in 1887, when he went abroad, travel-

DR. JAMES A. HENSHALL.

ing extensively in Europe and along the Mediterranean to Greece, Egypt, Turkey and Northern Africa. He visited the great museums of the old world and its medical schools and hospitals. He devoted himself to scientific pursuits as a recreation, giving special attention to the study of fishes as the natural result of his fondness for angling. He is known the world over as an angler and icthyologist. His "Book of the Black Bass" and its supplement, "More About the Black Bass" (the most extensive monograph ever written on any fish), have obtained for him the title of the "Apostle of the Black Bass." He has also published a "Catalogue of the Fishes of Ohio," all of the species being collected by himself. He has made several collections of Florida fishes, the reports on same having been published by the U. S. Government, one of which contains a list of nearly three hundred species. His explorations in Florida have been very extensive, covering the entire coasts from the St. Johns Inlet to Cedar Key, and occupying eight winters. Dr. Henshall has done more to bring Florida to popular notice than any other sportman-naturalist. Two series of articles on the east and west coasts of Florida, published in "Forest and Stream," in 1879 and 1882, attracted much attention and were the means of inducing many persons of means and influence to locate permanently in the State. His finely illustrated book, "Camping and Cruising in Florida" (1884), has had a very large sale, and has been pronounced the best work of its kind ever written. Dr. Henshall has been employed by the U. S. Fish Commission in a number of scientific expeditions to the State. In all matters relating to fishes and fish culture he is considered an eminent authority. He has served as president of the American Fisheries Society, and is now its corresponding secretary. He was president of the Ohio Fish Commission, secretary of the famous Cuvier Club of Cincinnati, and secretary of the Cincinnati Society of Natural History and director of its Museum. He was chief assistant in the preparation of the exhibit of the U. S. Fish Commission at the World's Columbian Exposition, and assistant chief of the Department of Fisheries. He was vice-president of the jury of awards in his department, and among other duties he made the award, as individual judge, of the magnificent collection of pearls exhibited by Tiffany & Co., the finest collection in the world. Dr. Henshall is now a resident of Tampa, the condition of his wife's health making it necessary that she should live in a warm and genial climate. He has charge of the Land Department of the Consumer's Electric Light and Street Railroad Company, but devotes his leisure hours to the study of the fishes and marine invertebrates of Florida. He has succeeded in forming a society of natural history in Tampa, numbering among its members the most influential ladies and gentlemen of the thriving city. Among the features provided by the society are a public museum and library, a lyceum of natural history for young people, and a series of free popular scientific lectures. Dr. Henshall is always active in any enterprise having for its object the advancement of the cause of education and culture.

JAPANESE TEA HOUSE AT BALLAST POINT.

BALLAST POINT

Is a famous, historic spot on lower Hillsboro Bay, seven miles below Tampa, the terminus of the Tampa suburban division of the Consumer's Electric Light and Street Railroad Company. It is especially interesting to the geologist, owing to its beautiful geodes and curious fossils. Ballast Point is the most charming place on the bay, commanding a fine view of Tampa Bay, with its passing steamers and vessels. Running well out into the blue waters of Hillsboro Bay, the peninsula is swept by cool and refreshing breezes from every direction, rendering it one of the most desirable places of resort near Tampa.

Jules Verne Park, named in honor of the author who projected the journey to the moon from this place, occupies nearly a hundred acres of the point. It is tastefully laid out with walks, grass plots, lawns, clumps and groups of flowering shrubs, tropical plants and flower beds, with streets and avenues bordered by shade trees, and a fine shell promenade along the beach. An artesian well furnishes an abundant supply of good water for the grounds and buildings.

On the extreme point is erected a magnificent Japanese pavilion, seventy-five by one hundred and fifty feet, entirely enclosed with glass. It contains a spacious ball-room with all necessary ante rooms, dressing rooms, etc. On the upper floor are a number of large and elegant parlors and sleeping rooms with a broad verandah running entirely around them. The whole is lighted by electricity, producing a brilliant effect at night. All of the grand balls, levees, receptions and summer hops of Tampa's society are held here.

A spacious and strongly constructed pier, two hundred feet in length, with broad steps leading to a natural sand bar, or shoal, furnishes an ideal bathing ground, with water from three to six feet in depth. Connected with it are bath houses, dressing rooms, shower baths, etc. An ærial railway is among the features of the place where one may enjoy a spin through the air. Good fishing and boating may be enjoyed at all times.

Not the least enjoyable feature is the lovely ride along the bay, between Tampa and Ballast Point—seven miles of nature's panorama, with the soft, chlorinated breezes from the gulf, and the silvery moonlight filtered through the grand oaks and whispering pines.

DESOTO PARK AND PALMETTO BEACH.

This favorite resort is the terminus of the Palmetto Beach division of the Consumer's Electric Light and Street Railroad Company. DeSoto Park is a tropical grove fronting Palmetto Beach, and situated at the head of Hillsboro Bay. It is preserved in all of its natural and primitive beauty, with the undergrowth cleared away, so that visitors may follow its winding paths beneath the waving palms and water oaks, sheltered from the summer sun. This cool and sequestered spot is especially appreciated, and patronized, by the large Cuban population of East and West Tampa and Ybor City, who seek its cool and inviting precincts on Sundays and holidays. On mondays the colored people of Tampa hold their picnics and

DESOTO PARK—PALMETTO BEACH.

basket meetings beneath the broad fronds of the palmettoes of DeSoto Park.

The view across and down the bay is one of great beauty. The steamers plying between Port Tampa and the outside world can be seen plowing their courses along the lower bay. The sails of the large vessels loaded with Florida phosphate seem like white-winged birds on the horizon.

Palmetto Beach is a favorite bathing resort, on account of its safety, owing to its shallowness and gradually increasing depth. Hundreds may, on occasions, be seen romping and splashing like so many sandpipers. For bathers who desire deeper water a long pier projects several hundred yards into the bay. Boating, fishing, sailing and "crabbing" are some of the amusements provided for visitors.

NEWSPAPERS.

Tampa has four daily newspapers (one of which is printed in Spanish,) three weeklies, and one monthly publication. The papers are as good as they are elsewhere in the South, outside the large cities, for, owing to the large Cuban, Spanish and colored population, newspapers printed in English are not as well supported here as they would be by English speaking people.

The first newspaper started in Tampa was called *The Florida Peninsula*, and was issued by C. S. Reynolds and Thad Andrews in 1853, This was suspended at the beginning of the civil war, but was revived at its close by our present sheriff, Mr. T. K. Spencer, and edited by no less a personage than Gov. H. L. Mitchell.

The Sunny South was begun in 1858 by Alphonso and J. A. De Launay.

The Guardian was launched into life in 1867 by R. E. Neeld, but was afterwards published and edited by Judge James T. Magbee.

The Gulf Coast Progress was undertaken in 1882 by O. J. Andrew, but soon moved to Braidentown, where it suspended.

The Tribune, which, for several years, was the leading paper south of Jacksonville, was launched into life in 1876 by C. N. Hawkins, with the lamented Dr. J. P. Wall as editor. It was purchased later on by Mr. T. K. Spencer, and edited, at intervals, by such well-known men as Judge Harrison, Judge Hanson, Captain Mathes and others. It was subsequently sold to a stock company and merged with the *Journal*, which was started in 1886 and edited and published by Mr. H. J. Cooper, now a real estate agent. The *Tribune* and *Journal* were consolidated in 1892, under the name of *The Times*, and that is now running in full vigor and with every prospect of years of usefulness.

J. D. CALHOUN,

Editor of the Tampa *Times*, was born in Talbot county, Georgia, August 7, 1843, of Scotch-Irish parentage. He began to learn the printer's trade at the age of ten, at Mt. Lebanon, La., and was going to school in Alabama when the war broke out. He enlisted in the Sixth Alabama Regiment; re-enlisted in February, 1862, in Waddell's Battery, and served in that command until the end of the war. For his health he went to Nebraska in 1868, where he married and lived until March, 1894, when he came to Tampa. He has been a printer and editor most of his life, except during the war.

The Tribune, under its present management, was started in 1893 by

W. F. STOVALL.

W. F. Stovall, a native of Kentucky, who, though a young man, was an experienced journalist. He came to Florida when a boy, and made his first venture in the publishing business with the Lake Weir *Independent*. On retiring from that, he published the Ocala *Free Press*, and, subsequently, the Sumterville *Times* and *Polk County News*. Finding his field of operations in small towns too limited for his energy, he removed to Tampa, the most promising city in the State, and started the *Morning Tribune*. This proving a success, he formed a stock company for the purpose of insuring it all the support it should need for future expansion.

Mr. Stovall is only twenty-four years of age, yet he is a vigorous writer, an experienced publisher and a shrewd business man. He is frank and off-hand in manner, and a vigorous fighter for friends or principle.

The *Daily News* is a unique sheet and occupies a field of its own. It is distributed gratuitously to all who want it, and is as fearless as a hornet. Its proprietor, Capt. O. H. Jackson, is a native of Albion, Pa., a Federal veteran and a veteran publisher, having issued several papers in various sections of the oil regions of Pennsylvania when these regions were prosperous. He removed to New Orleans in 1878 and to Tampa in 1887, and started the *News* as soon as he could get ready. It is a success, and its popular name of the *Kicker* has materially aided in that success.

JOHN T. HEARN,

The manager of the Florida Monthly Publishing Company, was born at Shelbyville, Ky., June 15, 1843. He started a local paper in his native town when twenty-one years of age, and has been in the newspaper business ever since. He was the proprietor of the Knoxville (Tenn.) *Daily Sentinel* for several years, coming to Florida three years ago, when he was made editor of the *Daily Times* by the company that started that paper. He resigned that position to start *The Florida Monthly*, an illustrated journal devoted to the interests of Florida.

JOHN MORTIMER MURPHY,

Publisher of the *Florida Settler and Investor*, is a native of Ireland and has had journalistic experience on two Continents, having been connected with leading publications in America and Great Britain in responsible positions. He has traveled the American continent from Labrador to Central America; and most of Europe, as a newspaper correspondent, and has published several works of travel and adventure, field sports and natural history, the best known of which are: "Sporting Adventures in the Far West"; "American Game Bird Shooting"; "Rambles in Northwest America"; "A Search for the Mountain of Gold"; "The Zoolgy and Resources of Oregon and Washington", etc., etc. He has been an extensive contributor to high class sportmen's journals, particularly in the departments of field sports, natural history, rifle shooting and hunting, and to prominent agricultural journals on arboreal botany, horticulture and kindred subjects. He has published several sentimental and patriotic songs, and is now engaged on a book of patriotic songs for public use. His experience as a writer covers various departments of literature in newspapers, magazines, and cyclopedias. He has been elected a member of several scientific societies, and is the vice-president for Florida of the National Sportsmens' Association. He is a Union veteran (having joined the federal army in 1861, when sixteen years of age), and is a member of the Grand Army of the Republic. He has been engaged for several years in collating the material resources and natural history of Florida, and this information will be published ere long. His interest in military matters was acknowledged some years ago by being appointed Assistant Adjudant General of Oregon, a position which he filled for about four years. He has also acted as correspondent for military journals.

RAMON RIVERO Y RIVERO,

Editor of *Cuba*, the official organ of the Cubans in Florida in general, and of Tampa in particular, was born in Havana, Cuba, July 2, 1856, his father being a native of Venezuela, South America, and his mother of Cuba. Both were ardent patriots, and inculcated in their son that love of national liberty which he has since expounded on many a platform in Florida to enthusiastic fellow countrymen. His earliest teaching was received at a religious institute in Havana, but on the death of his father he left his studies and learned the cigar trade in order to help support his mother and sister, who were left dependent on his exertions. He came to Key West, Fla., when a child, and, while working at the trade of cigar making during the day, devoted his evenings to securing a practical education from one of the best teachers in Key West, Senor Garcia Toleda. He also read various theological works, and, as the result of his reading, joined the Episcopal church and became one of the founders of St. John's church at Key West, and superintendent of the Sunday school. He was urged by the bishop to take holy orders, but, having at that time begun journalism, he did not accept the suggestion and finally became the editor of the Spanish department of the Key West *Equator-Democrat*, where his name became a household word among the Cubans on account of his powerful pleas for the independence of Cuba. He was a student at the San Carlos Institution, which was devoted to the education of the Cuban population, for some time, and afterwards an active speaker in all gatherings for the dissemination of the principles of the Republican party, of which he was an ardent member. When V. Martinez, Ybor & Co. started their cigar factory in Tampa, he and his family moved here from Key West, and he started the *Revista de Florida*, and through its columns was the means of bringing many people from Key West to Tampa. He led an active life among his countrymen in their new home, being the founder of Cuba Lodge, No. 33, I. O. O. F., and the organizer of an Episcopal congregation, of which he acted as minister without salary. He was a delegate to the Republican convention held in Jacksonville in 1890, and there ably defended the Cubans against the unjust charges of Marius Brosius of Philadelphia. This speech brought him much honor, as the convention passed resolutions endorsing the stand he had taken, and placing the Cuban cigar makers in the honorable position to which they were entitled. He was elected councilman of Tampa in 1891, and has held other offices of trust and confidence. Besides being a reader in Ybor & Manara's factory, he is also the editor and proprietor of *Cuba*, the official organ of the Cuban Republican party. This paper has an extensive circulation in Cuba, South America and the United States, and is a valiant fighter for the cause of the Queen of the Antilles. Is the Florida sub-agent of the Cuban Revolutionary party, the president of its executive committee in Tampa, and one of its most active and eloquent members. He has filled many positions of trust and honor and acquitted himself so well that he occupies a most exalted position in the hearts of his countrymen. He was for some years the official government interpreter at the Key West Custom House, and there learned to know what his countrymen suffered from tyranny

Senor Rivero is genial, keenly honorable, and interested in every good work that would aid his fellow citizens, countrymen and the Republican party. Few men have had as much experience in journalism, he having been connected at various times with fourteen newspapers, and no other Cuban in the State has appeared on so many platforms to advocate the cause of Cuban independence.

COUNTY COURT HOUSE—TAMPA.

PROMINENT BUILDINGS.

The age of Tampa as a city has very naturally prevented the building of many palatial business blocks, yet it has started in well, and promises to outrival any place of its size in the South in architectural beauty in a short time. The most prominent building in Tampa is the magnificient Tampa Bay Hotel, which cost $2,000,000, and whose grounds are by far the handsomest hotel grounds on earth. This hotel is grander than many European palaces, and is furnished with an exquisiteness of taste and artistic completeness that make it an art treasure. It is visited by about 10,000 tourists every winter, and as it remains open from December to April it is the most popular grand hostelry in the South.

The County Court House is a solid structure of brick, and is finished in a thorough manner. It contains the offices of all the county officials and the Circuit and the United States Courts. Occupying a block by itself on Franklin Street, it presents a massive appearance. It cost $80,000.

Opposite it is the marble and brick block belonging to the W. B. Henderson Real Estate Agency and the First National Bank of Tampa. This is the finest structure of its kind in the State, being supplied with all modern conveniences. It is a perfect hive of industry, every room being occupied by a professional man, but the entire floor above the bank is devoted to the extensive real estate business of the W. B. Henderson Company. This structure cost $50,000.

The Spanish Casino at Ybor City cost $20,000, and the Merchants and Manufacturer's Club in the same ward will cost, when completed, about $30,000, exclusive of furnishings and

grounds. Other prominent buildings will be erected ere long, such as a Masonic Temple and a Baptist church.

The City Hall, opposite the Court House, is built of brick, and is more useful than ornamental in appearance.

ELLINGER & CO.'S CIGAR FACTORY—TAMPA.

Several of the cigar factories are massive, rectangular brick structures which look very imposing amid their surroundings. One of the largest is that of Ellinger & Co., and it is also the general type of the others, constructed of brick.

THE CONVENT OF THE HOLY NAME—TAMPA.

The Convent of the Holy Names is a large wooden edifice, and as it is one of the oldest of the modern buildings erected in the city, is suggestive of what the future may bring.

The Catholic Club House is one of the most picturesque buildings in the city and very complete in its appointments. It is handsomely furnished; has pool and billiard rooms; a good library, and a ladies' annex, where ladies can pass their time pleasantly and profitably. Father Tyrrel, of the Church of St. Louis, has charge of the Club and under his able management it has become a model institution.

Building has been very active in the city during the past year, 1,284 houses of all kinds, which cost $1,250,000, having been constructed, so that Tampa may be said to have erected more houses than all the other cities in the State combined, Jacksonville excepted. The best paying investments in the city are those put in buildings for the use of operatives in the cigar factories and fine stores for merchants. The supply of houses is never equal to the demand, and evidently will not be until more capital is employed in the business of erecting them. Full information about this matter may be obtained from the Beckwith & Henderson Real Estate Agency or E. M. Gillette, West Tampa.

POST OFFICE.

The Tampa Postoffice now yields a larger revenue than any other in the State, except the Jacksonville, and promises to yield the largest revenue in a short time if the present rate of increase continues. It is a plain brick structure, and, like all the other Federal buildings in the city, more useful than ornamental.

Dr. Duff Post, the postmaster of Tampa, is a native of the city, and has been prominently identified with its progress since he reached the age of manhood. He received his dental education at Philadelphia and the University of Tennessee, being graduated from the latter in 1885. He was elected mayor of Tampa for three consecutive terms, '83 to '85, and again in 1891, many of the most important improvements in the development of the city taking place during his administration. He also served in the city council, and while secretary of the Board of Health, suggested that a public hospital be started, have it placed in charge of a Board of Lady Managers consisting of two ladies from each congregation in the city, and that it be non-sectarian in character. His suggestion was acted upon and with $2,000 given the ladies to begin with, they have since successfully carried on their work of humanity. If Dr. Post had performed no other labor than this alone it would entitle him to the highest respect. He was secretary of the Democratic Executive Committee when Tampa gave Governor Mitchell its wonderful majority; was the first Federal officer appointed in this county by President Cleveland, having been made postmaster of the city in November 1893, and was the first to secure a free delivery system for Tampa and make the postoffice yield a revenue of $21,000, which gives it the second rank in the State. He has been Master of his Masonic Lodge four times; has always taken an active part in politics, and stands in the front rank as a dentist.

BOARD OF TRADE.

The Tampa Board of Trade was reorganized in 1895 through the aid and energy of its secretary, W. H. Pearson, who served in a similar capacity to the Boston Board of Trade, so was well qualified for his duties. The Board numbers over two hundred of the leading citizens of Tampa, and will soon number three hundred, as it

W. H. PEARSON.

CATHOLIC CLUB HOUSE—TAMPA.

is increasing rapidly. It has made arrangements to build a fine Board of Trade rooms on one of the best locations in the city, which will be convenient to the banks, court house and leading business houses. Its secretary is a native of Boston and full of vim.

The officers nominated for 1896 are: J. H. Fessenden, President; Hon. W. B. Henderson, Vice-President; T. C. Taliaferro, Treasurer; Directors for one year: Hon. G. B. Sparkman, John Saverese, W. A Morrison; Directors for two years: J. B. Anderson, P. G. Wall, Jr., Blas Trujillo; Directors for three years: E. S. Douglass, J. W. Fitzgerald, Myron E. Gillette, John Trice, J. T. Lesley.

TAMPA HOTELS.

Tampa is well supplied with hotels, having fifteen of various grades, from the magnificient Tampa Bay to the unpretentious "dollar a day" house.

The Tampa Bay Hotel and grounds have no peers in the world in completeness, thoroughness and artistic effects. The architecture of the hotel is on the Moorish style, and its crescents glow afar when lighted by sun or moon. It has broad verandas which afford excellent promanades in all kinds of weather and command splendid views of the tropical grounds, the river close by and the busy craft that ply up and down the bay. The grounds and conservatories are, alone, worth a journey to Tampa, as they contain the choicest floral and arboreal gems of the tropics, and groves of oranges, lemons, limes, pomegranates and their kindred that thrive in Florida. The fort, mounted with real cannon, is an object of interest to many visitors, and the pelicans, peacocks, monkeys, boathouses, electric launches and fountains to all. The interior of the hotel is a regular art gallery, rare pictures lining the walls and rare palms and gorgeous flowers being scattered throughout the coridors. Rich carpets, precious bric-a-brac and luxurious settees and divans, invite the lover of art or luxury, while the massive mahogany doors, heavy silk hangings, dainty dressing cases and unique ornamentation are sure to attract the attention of all ladies. A splendid band and orchestra play in the hotel three times a day, and grand orchestrions furnish melodious sounds when desired. Dancing is a general pastime each evening, and Social Hall enables the guests to become well acquainted with one another. A volume could be easily written on the beauties and attractions of the hotel, but we must be content with repeating that it has no peer on this planet. Trains of the Plant System take guests to the door of the hotel, and carriages are at their command on the grounds day and night.

The Inn, at Port Tampa, is a novel, cosy and delightful hostelry, and is crowded on the days when the Tampa Bay Hotel band plays there.

The Hotel Arno, corner Tampa and Twigg streets, is a newly built brick structure, having modern conveniences. It is heated by gas, lighted by electricity and gas and is a quiet, cosy hostelry. It is scrupulously clean, close to all depots and steamer landings and Tampa Bay Hotel, and situated in the healthiest part of the city. The rooms are richly but quietly furnished, and the table all that one can desire, while the terms, for the service rendered are very moderate, being from $2.50 to $4 a day for transient guests, but special terms can be made by the week or month. For rates address B. Y. Benson, proprietor.

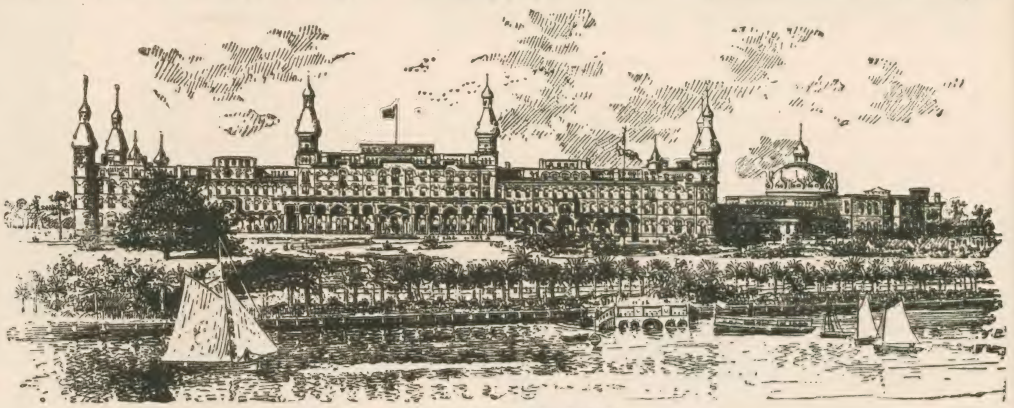
The Cosmopolitan Hotel, corner of 20th street and 11th avenue, Ybor City, is the finest combined hotel, cafe, restaurant and wine room in Tampa. It is built of brick, three stories high, lighted by electricity and supplied with handsome bathrooms. It has four cooks who were brought direct from Spain in order to supply guests with the choicest dishes known to Spanish cookery. Meals in French, Spanish and American styles may be obtained at all hours, and as the proprietors, Messrs. Villamil & Coteron, are agents for pure French, Spanish and American wines, epicures may find there everything that would please the palate. The purity of the liquors and cigars is guaranteed. Special attention is paid to preparing banquets for clubs, societies and private parties, and satisfaction is warranted. For prices and terms address Villamil & Coteron.

The Almeria Hotel, next to the postoffice, is a brick structure and the headquarters for commercial travelers. Its rates are $2.50 to $4 a day. Special terms by the week or month.

The DeSoto is the new and finely furnished wooden building, managed by W. D. Lewis. The rates are $2.50 to $4 per day.

The Palmetto charges $2 a day and upwards, according to the character of the room.

The Plant Hotel, opposite the Tampa Bay Hotel, but on the eastern side of the river, is a substantial house whose rates are from $1.50 a day upwards. It is conducted by Capt. Roberts in an excellent manner and commands the patronage of solid but unpretending people.



TAMPA BAY HOTEL—TAMPA.

JACKSONVILLE HOTELS.

THE PLACIDE HOTEL,

Main Street, Jacksonville, is the cleanest, neatest, and brightest brick hotel in the city. The table is unsurpassed, because the cooks are chosen specially for their ability, and they are considered the best in the South; its rooms and linen are as clean as they can be made, and the service cannot be excelled in Florida. Politeness is the rule of the house, and has helped to give it the high reputation it bears among all classes, whether tourists, home-seekers, commercial travelers or permanent boarders. The prices are very moderate, considering the service rendered, being from $2.50 a day upward, and a 'bus meets every train. For terms address N. L. Ward, proprietor.

THE ST. JAMES HOTEL.

Beautifully situated on St. James Park, Jacksonville, Fla., ranks among the best hotels in the world, being second to none in the politeness and discipline of its employees, the courtesy shown to all guests, the promptitude of its service, the excellence of its table, the scrupulous cleanliness of its rooms and linen, and the completeness of its appliances for the comfort of visitors. Electric bells, telephone and telegraph offices are among the conveniences of the house, and it is lighted by gas and electricity. Smoking and reading rooms and a social

hall adjoin the office and a fine orchestra plays twice a day during the season. The fashionable balls given by the young people of Jacksonville

ST. JAMES HOTEL—JACKSONVILLE.

are held in its parlors, and these, with the "house hops," make it a scene of gaiety nightly. Mr. J. R. Campbell, the proprietor, is a splendid type of the American hotel manager, being quiet in manner, affable to all, scrupulously honorable, and generous in the best sense of the word. Ever since it was built the St. James has been the favorite resort of wealthy and refined Northern visitors, and is therefore so well-known as to require no words of praise. The rates are $4 a day upwards. Special rates by the week or month. Write for terms.

R. B. SEIVER. S. B. TURMAN.

SEIVER & TURMAN

Real Estate and Loans

604 Franklin St., TAMPA, FLA.

We offer to our customers the cream of desirable property for sale in the city.

Bargains in Business Property, Orange Groves, Phosphate Lands, Etc.

Money Loaned at 10% net to lender on first mortgage, one-third actual value of first-class property.

Correspondence Solicited.

MOODY'S OYSTER HOUSE.

On Lafayette street, near the Tampa Bay Hotel, is the best, the neatest and most stylish in Tampa. Its oysters are procured daily from the oyster farm of the proprietor, a few miles distant, and are served in the latest Newport and Paris styles at very moderate rates. The establishment is conducted on the highest principles and ladies and children can go there with the perfect assurance that nothing will mar their pleasure. Tourists are specially invited to test its cuisine, and travelers belated at hotel meals will find there Chicago steaks, fresh pork chops and all the edibles found in a first-class house.

HILLIARD'S BARBER SHOP,

Corner Franklin and Polk streets, is the only barber shop in town where a first-class shave can be obtained for ten cents. This includes bay rum and all the *et ceteras* given in a shop where the highest possible price is charged. Come and see the shop, save money, and leave feeling that Hilliard is the only barber in town and his prices just the schedule for hard times. Haircutting and shampooing done in an artistic manner.

BUSINESS MEN OF TAMPA.

TWOMEY & HYDE,

Dealers in dry goods and millinery, occupy the finest store in Tampa, being in the splendid First National Bank building. Although the firm of Twomey & Hyde is among the recent arrivals in Tampa, yet it holds the front rank in its line, owing to its moderate prices, large capital, experienced buyers, affable clerks and extensive assortment of goods, which varies from the richest silks, satins and laces to the cheapest cottons. It has already won the confidence of the public by its probity and enterprise. The firm has two establishments, the one at Gainesville, Fla., which is the largest

there, being managed by Mr. G. W. Hyde, and that in Tampa by Mr. J. S. Twomey, who learned his business in the famous dry goods house of A. T. Stewart & Co., and other noted mercantile houses of New York. He has therefore a thorough knowledge of the business and the best markets, and being energetic, is always on the alert to secure the latest novelties at home and abroad, and the best bargains for his customers. People who purchase goods of Twomey & Hyde may feel assured of getting full value for their money, and country mail orders are as scrupulously filled as if the buyers bought in person.

W. E. CHENOT,

No. 603 Franklin Street, has the most complete book, stationery and cigar store in Tampa, and therefore the most select class of custom. All the standard authors may be found on his shelves, and every periodical that has a recognized position in honorable journalism. Subscriptions are received for all publications at office prices, and books wanted, not in hand, are sent for free of additional expense to customers. His stationery embraces all kinds from the cheapest "pad" to the most delicate "society note" and is sold at Northern prices. Lovers of clear Havana cigars find his brands unexcellable, as he is agent for the largest cigar manufactory in the State. Mr. Chenot is affable, accommodating, hard-working and earnest, and though a very young man he commands the esteem of all who know him.

A. E. VIVIAN,

Corner Rock Road and Marion Street, is prepared to do hauling and drayage at short notice, and at prices which none can complain of. His transfer and feed stable is one of the best in the city, and horses left to board there are treated with scrupulous care. Mr. Vivian can be heartily commended to the public who need anything in his line.

C. E. SPENCER.

Manager of the East Bay Addition to Tampa, was born in Granville, Ohio, in 1838; entered the Federal army in 1861, and served in the Second Missouri cavalry and Fiftieth Missouri infantry. He rose to the rank of captain, and commanded the post of New Madrid, Mo., at the close of the war. On returning to civil life he engaged in the real estate business in Missouri and Indiana until 1884, when he removed to Jacksonville, Fla., and became attached to the land department of the Florida Central and Peninsular Railroad and served in it for three years. On leaving it, he cleared a splendid grove for himself on the Pasadena Hills, of Pasco county, and also settled a prosperous colony of New Englanders near him. In January, 1895, he came to Tampa, and, in company with others, bought the handsome tract now known as the East Bay Addition to Tampa and began immediate improvements. This addition is convenient to Tampa, is reached by three railroads, and will soon be connected with all the leading thoroughfares by electric cars that run every few minutes. The addition seems destined to become the most fashionable part of the city, as all the lots command fine views of Tampa Bay and having natural drainage no surface water can stand on them. The soil is rich enough to produce fine vegetables and fruit, yet lots 50 by 95 feet sell at from $200 to $400. Were a house costing

three or four hundred dollars erected on one of these it would rent at $180 a year, which is as much as any reasonable person could expect. Two large cigar factories will soon be erected in the buisness part of the addition, and as each factory will need 100 houses for its employees, the entire area must, apparently, be soon taken up by investors and homeseekers. The facilities afforded residents of this

charming location to indulge in sailing, rowing, bathing, angling and kindred recreations, cannot be excelled and they are, besides, within a few minutes' walk of a regulation race course, which has stabling for 60 horses, and on which trotting and running races are held in winter. Fine baseball grounds occupy the middle of the track and the splendid Rock Road, which affords excellent driving, runs through it. The East Bay Addition is worthy the attention of investors, as every dollar put into it will bring many dollars in return and few places are so well fitted for homes. Persons looking for investments or home sites should call on Captain Spencer in the First National Bank building, where he has fitted up one of the finest offices in the State, with reading and private rooms attached, and provided with one of the Cincinnati Safe and Lock Company's fire and burglar-proof safes. A cordial welcome will be given all visitors, and as he is a genial, highly honorable gentleman, we are sure they will be pleased to meet him.

WM. A. MORRISON,

Dealer in stoves, hardware, willow ware, sashes, doors, blinds, agricultural and angling implements and kindred materials, is the pioneer in his line in Tampa, having begun business when the city was a mere hamlet. His trade extends to Cuba, and his store being among the largest in the State, he is able to sell goods at the lowest price, commensurate

with honesty and fair dealing. The result is, that his customers are his friends, and he theirs. He is one of the most popular men in the State, apart from his business, being genial, generous, and a progressive citizen. He can sell home-made brick, superior to the imported, at less price than the latter, and persons contemplating building brick houses would therefore benefit themselves by writing to him.

DR. HIRAM J. HAMPTON,

Specialist in eye, ear, throat and lung troubles, and general physician and surgeon, was born in Madison county, Ga., January 5th, 1852, educated in the public schools of his native place, and entered the Eclectic Medical College, of Atlanta, in the autumn of 1875. He was graduated in March, 1879, and began practice in Jackson county, Ga., the same year, but subsequently removed to Maysville and practised there for ten years. Exposure and overwork having injured his health he went on his farm to recuperate, and on recovering he came to Tampa in the Spring of 1895, opened an office and was soon so overrun with work that he had to toil night and day to keep up with it. Although considered one of the best general physicians and surgeons in the State, yet he pays special attention to

nasal, lung and ear troubles, and is so successful that the afflicted visit him from all over South Florida. Some of his surgical operations are considered truly marvelous, and he has not yet failed to cure even the worst chronic cases. He is also a successful specialist in diseases of women, and is ably assisted by his wife, who is a keen student and an enthusiast in her work. Dr. Hampton is connected with several distinguished societies, being a member of the Georgia State Medical Association, and the National Medical Association, He was appointed a delegate to the World's Medical Congress at Chicago, in 1893, by the president of the Georgia State Medical Association, and has contributed freely to the medical journals on various subjects. His high standing as a Mason and the warm support of the church his family attends would entitle him to the fullest confidence of the public, even did he not possess the many letters he holds from prominent physicians, judges and ministers of his native State, all of whom speak warmly of his high character and ability.

A. C. CRENSHAW COMPANY,

Corner of Franklin street and Rock Road, wholesale produce commission merchants, are the largest dealers in Tampa in all varieties of domestic fowls, eggs, peas, fruits and vegetables, and general produce. They have built up their large trade in the brief space of eighteen months and on very little money, their main capital being industry, honesty and enterprise. They first opened business in Polk street, in 1893, on a very modest scale, but their moderate prices and unceasing industry soon brought them so much trade that they were compelled to seek more room, and to increase their orders from dozens of fowls to car load lots. They now handle poultry and produce by the tens of tons, and frequently bring in trains of poultry from Georgia, Tennessee, the Carolinas and contiguous States. They make a specialty of the commission business and receive goods for sale on the usual conditions, but they are always ready to advance money on consignments if necessary. Their well known probity, promptness in making returns to consignors, extensive trade and ample resources, make them the peers of any merchants in their line in the State, so that farmers, poultry dealers and fruit and truck growers, who may not be acquainted with them, may rest assured that they will be honestly dealt with. Reports are sent daily to all clients and remittances are made as soon as the goods are sold. Their warehouses and grounds at the corner of Rock road and Franklin street are among the largest in the State, and have ample accommodation for all the consignments that may be sent in. The Crenshaw Company should be known to every farmer in South Florida who likes prompt settlements and square dealings.

WATROUS & GIVENS,

Bridge street, are among the leading family grocers in Tampa, their stock of goods being selected for their purity, high quality and general excellence. Their teas and coffees cannot be excelled, and should therefore be used by those persons who appreciate delicate flavors and aromas, particularly as they are sold at prices paid elsewhere for most inferior goods. The store is large, scrupulously clean, well ventilated and so arranged that goods can be seen at a glance or promptly shown. The attendants are polite, prompt and careful, and the proprietors energetic and equally affable to rich and poor. The result of their efforts is that they command the best trade in the city in pure family groceries.

C. B. CHITTENDEN,

Is the proprietor of the well known South Florida Dry Goods House on Franklin street, which has been a landmark for discriminating purchasers for years, as it carries all the latest fashions in millinery and dry goods and sells at prices that cannot be beaten in South Florida. All goods sold are guaranteed to be as they are represented. They are fresh, being bought in the proper season, and those not

disposed of in due time are sold at less than cost, if necessary, to make room for new material. All persons are treated and charged alike, so that children can buy as cheaply as older people. Courtesy is shown every one and it is not considered a trouble to display goods even when no purchases are made. The title of this model establishment is the South Florida Dry Goods Store.

R. B. SEIVER.

Among those closely identified with the growth and development of Tampa, must be mentioned Mr. R. B. Seiver, of the firm of Seiver & Turman, real estate dealers and agents. Mr. Seiver is among the most enterprising of the many young business men for which the "Magic City" in noted. He was born in Caldwell Parish, La., in 1864, his father being a native of the Shenandoah Valley, Virginia, and his mother a native of Massachusetts. He inherits from the former his frank, affable, southern manners, and from the latter that Yankee shrewdness which has made him one of the most successful business men of Tampa. Mr. Seiver came to Tampa in 1875, when it was a mere hamlet and has grown up with the city. He first entered the real estate business in 1885, and since 1888 has given his entire attention to the busine-s,

which is now one of the best established and most favorably known in Tampa. His long residence in Tampa and ten years experience in the real estate business has enabled him to become thoroughly familiar with values of property throughout the city and county, and the best places for investment. While his policy has been conservative, yet he has been foremost in fearless and original methods, the first to take hold and apply wide-awake modern ideas in his business. He has always been alive to the development of Tampa and among the most active in furthering her interests. To his efforts alone is due the locating of several of the cigar factories now doing business in the city, while he has co-operated with others in locating a number of Tampa's leading enterprises. He was most earnest in advocating the organization in Tampa of a live Board of Trade, and was active in organizing the present Board, of which Tampa is justly proud. Mr. Seiver is among those who can honestly claim never to have foreclosed a mortgage placed by his firm, and much of his success he attributes to this fact and to the unvarying rule of the firm to make the list of property offered their customers, a list of "Bargains."

SOLON B. TURMAN,

One of the most successful young men in Tampa, was born in Hernando county, August 28, 1861. He received his early education in Tampa and Greencastle, Indiana; entered the Law Department of the University of Virginia in 1880, and on leaving it began the successful practice of his profession in Tampa, being for eight years the partner of Judge J. B Wall, now Judge of the Criminal Court. Having large landed interests in Tampa and vicinity, he gradually retired from the law to devote his time to developing his property. After the discovery of phosphate in Florida he was very active in prospecting for the mineral and selling it. His knowledge of the industry was so extensive that he was appointed a special commissioner of phosphate to the World's Fair by the Governor of Florida, and there made

such an exhibit of the mineral at his own expense that he received a special medal and general commendation from press and public. Mr. Turman has held several positions of political importance, having, for a number of years, been the Chairman of the County Executive Democratic Committee, and holding that position when Hillsboro county cast such a heavy majority for Governor Mitchell in 1892. For the last six years he has been active in developing his suburban estates in Ybor City and El Valle de Tampa, two

of the finest tracts in the vicinity of the city. Mr. Turman is now a member of the firm of Seiver & Turman, who are among the most energetic and progressive dealers in real estate in the State. Inquirers for city or county property will find it advisable and profitable to communicate with them. Mr. Turman has an exceptional knowledge of properties, being one of the originators of the Tampa Abstract Company, and connected with it for years.

JONES & COOPER

Stand among the highest representatives of realty in the South and have been connected with the development and progress of Tampa since it was a mere hamlet in 1885. Mr. S. A. Jones, the senior member of the firm, was among the first, if not the first, to proclaim the advantages of Tampa as the gateway to South and Central America, and to call the attention of Congress and the Boards of Trade of the leading cities to them by personal efforts and extensive traveling at his own expense. To fit himself for this task he traveled extensively over the State, studied its lands and resources, proved what they were capable of doing, and by presenting undeniable facts to men of capital, induced them to invest large sums in real estate and needed manufactories of various kinds. Mr. H. J. Cooper, the junior member, has also closely studied the county, having been editor of the leading papers of Tampa for several years, and holding important government positions, which enabled him to obtain the most accurate information. When Messrs. Jones & Cooper formed a partnership they were, therefore, among the best informed men in the State as to the resources and advantages of Hillsboro county in general and Tampa in particular, and their information has been used for the benefit of all persons who have consulted them, whether clients or not. Mr. Cooper, who has charge of the Tampa office, in the splendid building of the First National Bank, has some of the best properties in the city, county and state, for sale on terms that must suit the most fastidious homeseeker, investor or bargain hunter, and as his probity and judgment are recognized by his fellow citizens he may be consulted in the fullest confidence. He is an authority on the present and prospective value of city and county real estate, and has maps and descriptions of the most eligible properties for investment purposes. The Jones & Cooper map of Hillsboro county is the best yet made, and their list of valuable lots, groves and timber lands, is among the largest in the State. Mr. Jones is of Southern birth and Mr. Cooper of Northern, and while the former is a staunch democrat the latter is a sturdy republican, but this difference only makes them work the harder for the city of their adoption, each being equally sanguine of its great future. Write them for any information about Tampa or the county.

ISIDORE KAUNITZ.

Of the many financial successes achieved in Tampa within the last few years, none is so prominent as that of Isidore Kaunitz, proprietor of the famous establishment, El Sombrero Blanco, of

Ybor City. A native of Buzeu, Roumania, where he was born in 1850. Mr. Kaunitz entered a general dry goods house in his native town when a lad, and remained there until 1885, when he came to New York to try his fortune. He engaged in transactions of various sorts there for five years, and not finding the fortune he sought, started for Tampa in 1890, and arrived here with less in his pocket than even the traditional dollar. After securing a little capital, he opened a general dry goods, clothing and millinery establishment in a little wooden store on Main Street, which he called El Sombrero Blanco, sent for his wife and children, whom he had left in New York, and began a brave struggle for the fortune which had heretofore eluded him. Success crowned his efforts almost from the start, and his upward progress was rapid, he being blest with a wife who aided him in every way. His success was due to hard work, securing the confidence of his customers, who were largely Cubans and Spaniards, and being strictly honorable in all his dealings. As fast as he began to accumulate any capital he commenced purchasing lots in various parts of Ybor City and West Tampa, and to erect houses, which bring handsome rentals, in places where others did not have the courage to buy. He was the first to build a brick store in Ybor City, and now owns the finest here, it being 70x70 feet, two-stories high, with a steel roof, lighted by electricity, and protected with Stumpel fire protectors. This store, known as El Sombrero Blanco, is one of the sights of Ybor City, and visitors are not supposed to have "done" the town unless they have seen it. The store is stocked with the choicest millinery, dry goods, boots and shoes, hats, laces, gents' clothing, notions and all other articles kept in such large establishments.

THE MEDICAL AND SURGICAL INSTITUTE,

Conducted by Dr. N. S. Burnham in the new Jackson block, is one of the best institutions of its kind in the South, and doing a great deal of work which has heretofore been left undone or else sent elsewhere, thus causing sufferers much inconvenience, heavy expense, and a prolonged stay away from home. The opening of this Institute is a great boon to the people of South Florida, and that they appreciate it is evident from the numbers that frequent it to gain health and strength. Dr. N. S. Burnham, the chief surgeon and physician, is one of the most accomplished men in his profession in the United States, and also one of the most experienced, having been a practitioner for thirty years and a close student of all advances made in medicine and surgery. He was, for several years, the chief surgeon in charge of the Kansas City Eye and Ear Infirmary; proprietor and manager of the San Antonio (Texas) Eye and Ear Infirmary, and successfully conducted a branch establishment in Colorado for a number of years. A resident of Tampa in former years, he is still gratefully remembered by many of our citizens for his skill in curing chronic cases of the nose, eyes, throat, lungs, stomach, blood and nerves. He promptly accepts the worse cases and is ready to guarantee a cure or an alleviation of the disease, no matter what it is or of how long a standing, if curable. No incurable cases taken. He has also secured the latest improved Gold method of cure for the whisky and morphine habit, and the most successful methods of curing cancer and kindred maladies. Glasses are fitted to defective eyes in the most scientific manner, and artificial eyes are kept in stock for those who need them. Dr. Burnham besides being a graduate of medicine and surgery has had a large experience in the different hospitals in New York, while a private student there of some of the leading specialists of the world and of Bellevue Hospital Medical College. While there he took two special courses on diseases of women; three courses on diseases of the eye, ear, nose and throat; two courses on general surgery, each course being under a separate noted specialist in his line. A thoroughly educated and accomplished physician and surgeon, he can be consulted with confidence and the assurance of having all done for people that the latest science and skill can devise. All persons consulting the doctor can feel certain of receiving honest and reliable statements regarding their cases. Persons coming from a distance can secure good nurses and board at very reasonable rates. Consultations are free, and references are given when required but the best references are the cures he has performed, many of which are matters of public and medical history. His office hours are from 8 a. m. to 5 p. m., daily; Sundays from 9:30 to 11:30 a. m.

SANCHEZ & HAYA,

Manufacturers of Clear Havana Cigars, are not only among the leading firms in their line on this continent, but the individuals composing the firm stand very high in social and commercial circles. The original members of the company were Ignacio Haya and Serafino Sanchez, natives of Spain, who came to New York when young men, and on a capital of $1,000 started one of the most successful cigar manufactories in the world. Mr. Haya still lives and is now on a visit to Spain, but Mr. Serafino Sanchez died in New York in 1894, after a short illness.

Mr. Sanchez was born in Villaviciosa, Spain, in 1839, but came to the United States when young and cast his fortune with his adopted city. His financial ability was soon made manifest, and that none stood higher among our Spanish citizens was made evident by the fact that

he served as President of the Spanish Chamber of Commerce in New York for several years, and received a gold medal and the knightly title of "Caballero de la real orden de Isabel la Catolica" from her Majesty, the Queen Regent of Spain, Queen Christina. He served as Master of his Masonic Lodge for years and was also president of the Spanish Benevolent Society, *La Nacional*. A prominent New York daily paper in speaking of him says that "Charity was his theme and Spain his cult; that he was the soul of honor, an ideal citizen and a providence to his family." His death, which was caused by pneumonia, occurred on April 20, 1894, at his residence, 380 Macon street, Brooklyn, and so profoundly was it felt by his Spanish fellow-citizens that all the cigar factories in the city were closed out of respect to his memory. His sons have succeeded him in the cigar business and are keeping up the high character of the old firm, and pushing for new fields to conquer. Sanchez & Haya were the first to open a cigar factory in Ybor City, in March 1886, and their factory stands as No. 1 on the revenue books. They are always ready to compete with any or all other houses for general excellence, and to depend on the judgment of discriminating smokers for the claim of superiority which they make for their goods. They have received their highest premiums for

their cigars at the Centennial Exposition, the Chicago World's Fair, and at exhibitions in Cincinnati, New York, San Francisco and elsewhere. Although the firm can manufacture any brand of cigars to order and have a large number of brands on their list, yet they would call the special attention of the trade and discriminating smokers to such favorites of their own as Las Bellas, Flor de Sanchez & Haya, Duque de Barragua, La Oriental, Shakespeare, Iroquois Club, and Star of Florida. These are noted for their first-class workmanship, exquisite tobacco, delicacy of flavor and free smoking qualities, so that they possess all the excellencies of the ideal cigar. Smokers can feel perfectly safe in buying any brand bearing the label of Sanchez & Haya. Much credit is due Mr. Haya for the pre-eminence of the house, for he has always striven to make it the leader in its line. He has served in the Tampa City Council, is a member of the Tampa Board of Trade, and connected with every society intended for the improvement of the city. A genial gentleman, an ardent patriot, and a progressive citizen, he is an excellent type of those who have made Tampa the leading city of its character in the United states.

W. M. LITTLE & CO.

Corner Franklin and Jackson streets, have the largest paint house in Florida, and carry the most varied and extensive line to be found in the State. They have in

stock paints, leads, oils, glass, wall paper, moldings, and artists' supplies, and sell at New York prices, with the freight added. Mr. R. H. Little, the manager of the firm, is ready to give his large experience in the buying of goods, and will be pleased to answer all inquiries concerning prices and such other information as may be required. Write for prices before trying any other establishment and you will not regret it, because the firm has a large experience in manufacturing.

Messrs. Wood & Leiman, managers of the Tampa Box Company, which is a branch of the Wm. Wicke Company of New York, manufacture to order cigar boxes, cigar ribbons and packing cases; keep in stock a full line of labels and cigarmaker's supplies, and make a specialty of getting up new designs for labels, &c. Their establishment is the largest of its kind south of New York, employs 80 people, and has a capacity of 10,000 boxes a day. The senior manager, Mr. A. A. Wood, was born in Coldwater, Mich., in March 1842, and came to Tampa in 1889. He has been engaged in the box business for fifteen years, and is now a stockholder in the company.

Mr. Henry Leiman, the junior manager, is a native of New York, having been born there, May 31, 1857. He was brought up to the manufacture of boxes, having engaged in it for the last twenty years.

He has been connected with the Ybor City branch since it was purchased by the Wm. Wicke Co. in September, 1894, and is a stockholder in the company. Both these gentlemen are typical citizens.

J. M. FERNANDEZ,

410 Franklin street, the largest dealer in real estate among the Spanish and Cuban population of Tampa, was born in Madrid, Spain, May 22, 1861; educated in Scolapius, and studied law for three years, but wishing to see the world, gave up law and went to Havana, Cuba, in 1876, as a traveler for a large mercantile house. While there he was made captain of the second fire company for his interest in fire matters. He came to Tampa in 1890, and opened a large mercantile establishment at Ybor City, but was burned out two years later, losing all he possessed. Being left penniless, he cast about for employment, and received the appointment of chief clerk to the Spanish consulate, his ardent patriotism, knowledge of law and languages, fitting him for the position so thoroughly that he has since acted as vice-consul for six months at a time. He is a charter member of the Spanish Casino Stock Company, Centro Espanol of Tampa, Tampa Board of Trade and member of *El Porvenir*. He started the first paper in Tampa devoted to Spanish interests, *La Raza Latina*, and was the first Spaniard to engage in the real estate business. He has some fine properties in Tampa for sale. His bargains are bargains.

CHAUNCEY W. WELLS,

Is one of the pioneers of modern Tampa and the father of orange culture in it and its vicinity, so that he is entitled to more than usual honors as the founder of a new and valuable industry as well as for his original spirit of research. Born in Jackson, Michigan, in 1836, he traveled extensively over the west and south until the breaking out of the Civil War, when he enlisted in the 114th Illinois Infantry and served in it until the close of the strife. Finding his health shattered by army life, he came to Tampa in 1869 to recuperate, and taking up a homestead in what is now Ybor City, which is the fourth ward of Tampa, began planting orange seeds and laying out an orange nursery. He was the first person in this section to begin orange growing as a regular industry, and, though laughed at for his "fad," people were glad not long afterwards to follow his example and to buy orange trees of him. Most of the orange trees in Tampa and vicinity came from

his nurseries, and were, in a large number of cases, planted by him where they now stand. He was also among the first to induce Northern people to settle in Tampa, so that he may honestly be called one of the founders of the city.

The orange groves which he first planted and afterwards sold for high prices are now in the heart of Tampa. He has, in all probability, put out more groves than any other man in the city, and each is a credit to his honesty and carefulness. Mr. Wells ranks among our very best citizens—is a warm friend, a liberal-minded patriot, a zealous member of the Masonic fraternity, and a devoted comrade, being enrolled in the ranks of A. H. Terry Post, No. 20, of Tampa. Few men have done more for his adopted city than he has, and none as much for orange culture, so that he is entitled to our thanks and esteem.

H. F. REILS & CO.,

Produce and Commission Merchants and Merchandise Brokers are the leaders in their specialties in Tampa and rank among the best in the South. The senior member of the firm, Mr. H. F. Reils, was born in Charleston, S. C., June 15, 1870; was graduated from the Ger-

man Academy there in 1885, and soon after entered the service of the Toale Manufacturing Company, one of the largest firms in the State. He stayed with them four years, then joined the firm of Iseman, Claussen & Co., the produce and commission merchants of Jacksonville, Fla. After remaining with them eighteen months, he opened his present business, corner of Florida Avenue and Harrison Street, Tampa, and has made a success of it from the start. The firm make a specialty of tropical fruits, such as pineapples, cocoanuts, bananas, sapodillos, mangoes, sapotas, sour sops, sugar apples, oranges, lemons, limes and kindred fruits. They make country produce their favorite specialty, and solicit consignments of eggs, chickens, turkeys, geese, etc., for which they pay the highest cash price. The extent of their business may be inferred from the fact that they are agents for the largest houses in the United States, such as the Washburn & Crosby Milling Co.; the Wing & Hart Co., who make a specialty of teas, spices and coffees; Baker & Young, who handle green coffees; T. Davis Mill Co., who make the noted Aunt Jemima Pancake Flour; Stanwood & Co., dealers in fish products; Platt & Co., dealers in fruits and vegetables; Miller Bros. importers of fancy

groceries; E. C. Hazard & Co., importers of groceries and liquors; Delgado & Co., dealers in rice, sugars and molasses. It is thus evident that they represent the best houses, and their trade extends as far as New York and throughout all the Southern States. Mr. J. N. Helmken, the junior member of the firm, of Savannah, Ga., has only recently left college, yet he is already considered a fine man of business, full of vim, ideas, and progress.

W. F. MORAST,

The Photographer of Franklin Street, is considered by far the best artist in town, he having had a varied experience in his business in different parts of the United States. Born in Chicago, April 22, 1865, he was educated there, and after mastering his profession removed to Madison, Iowa, where he remained five years. His next change of base was to Clinton, Mo., where he kept one of the best known photographic galleries in the State for five years, and where he accomplished some original work which brought him many compliments. He came to Florida in 1887, spent a year here, then left for the North and after being absent seven years returned in 1894 and settled in Tampa, where he has since labored earnestly to make his art rooms models in their way. He has succeeded, and the name of Morast on a photograph is now a guarantee of its excellence in every detail, yet his terms are no higher than those who produce inferior work. His rooms are supplied with all modern im-

provements, lighted in the best manner to produce the most artistic effect, and furnished in a rich but quiet style. All visitors are treated with cordial politeness, and work is done with the utmost celerity, consistent with excellence. As everybody in Tampa knows the name of Morast, all that inquirers have to do is to ask for his address and it will be given by anybody.

GEORGE H. STRUSS,

501 and 503 Franklin street, is one of the best known men in the city engaged in the furniture and undertaking business. He was among the first to bring goods here in train loads and to sell at prices which placed furniture within reach of all. He founded the Tampa Furniture Company in 1889, and through honesty and fair dealing has made it the leading house in the city in its specialties. The building is 135 feet long, three stories high, and packed with furniture and undertaking materials, which are sold at

New York prices. Mr. Struss, being energetic and progressive, keeps up with the latest designs, and can therefore fit out a simple cottage or a millionaire's mansion. Having been in business for ten years in Orlando before coming to Tampa, he is most favorably known in mercantile circles. He was born in New York, and worthily represents it. The photograph used above was the only one the editor could procure, and he is responsible for its appearance, having procured it by strategy.

C. S. WILCOX,

Real Estate Agent and Investor, whose office is in the First National Bank building, is one of the most successful men in his business in Florida, having, in a few years, accumulated a handsome competence through his own energy, forethought, and good judgment. A native of New Bedford, Massachusetts, he came to Tampa in 1885 with a few thousand dollars, which he promptly invested in real estate wherever he saw a good opportunity. The result of his investments is so satisfactory that many persons now make it a special point to buy "where C. S. Wilcox buys." His knowledge of the value of properties is keen and extensive, and those who wish to buy lots, groves, residences and sites for buildings or for investment through him may place full confidence in his judgment. His books show that he has some of the most valuable lands in Florida for sale on terms that must appeal to all persons de-

sirous of making investments, particularly in Tampa and the adjoining towns, or homes on the finest available land known for gardening or the growing of semi-tropical fruits. Customers, whether investors for future developments or purchasers of small lots for building sites, will find it advisable to rely on his opinion and buy where he suggests because he knows where properties are most likely to increase rapidly in value as well as any man in Florida, and his integrity is beyond criticism. Those who know him best are his warmest friends, and the keenest appreciators of his business abilities. His additions to "West Tampa." and "Ybor City," now on the market, are considered among the best investments that can be made in Florida if parties want quick returns. He has large tracts of lands in various parts of the State which can be bought at exceedingly low prices, notwithstanding the fact that they are adapted to grazing, agriculture, or horticulture, and would make fine sites for colonies. He has one tract of 178,000 acres which is considered the finest timber land in Florida.

WILLIAM WARREN SWEAT,

The shipwright, is among the self-made men of Florida, having had little opportunity for studying his profession in his

younger years, yet he has thoroughly mastered it and is now one of the most successful shipbuilders in the South, and can turn out any sort of a craft from a fishboat to a full-rigged ship or the latest yacht model. He is a native of Tampa, being born here in 1855; a natural shipbuilder, as he took to the profession early in life, and mastered it by working in Pensacola, New Orleans, and other Southern ports. Since he began business in Tampa he has built several excellent craft, his latest being a couple of handsome cruising yachts for Chester W. Chapin, of New York. One of these is on the lines of the American Cup champion "Defender," and is finished in a style worthy of any shipyard in the United States. Mr. Sweat has every facility for building all styles of craft in the most thorough manner, and his marine ways will carry any vessel that can float in these waters. He deserves every encouragement, for he and his shipyard are a credit to Tampa.

MAKK & STEINBECK,

Merchant tailors, Jackson block, Franklin street, are among the leaders in their line in South Florida, both being expert and scientific cutters, and keeping the largest

and most select stock of goods to be found in the State. Mr. Joseph Makk, the senior member of the firm, is a tailor by inheritance, his father and grandfather and every male member of his family

having followed the tailoring trade for many years. His father now carries on the business started by an ancestor in 1784 in Zombar, Hungary. Mr. Makk learned the trade from his father, and perfected himself in it by working in several of the leading cities of the European continent, notably Vienna. On coming to the United States in 1890 he worked in some of the best tailoring establishments as a cutter, but not liking the northern climate he came to Bartow, Fla., in 1891, and opened a tailoring establishment which soon ranked among the largest in the State, although he could speak little English. Seeing a larger field for him in Tampa, he came here in the spring of 1895, and soon rivaled his Bartow success, having several orders on hand before he could even procure convenient quarters. Mr. Steinbeck also comes of a family of tailors, and being a native of Zombar Hungary, like his partner, it may be conceded that he is master of his trade.

M. P. GODFREY,

General dealer in lumber, lime, cement, brick, and building material of all kinds, is prepared to fill orders on any of these articles, no matter how large the order. His long experience in the handling of builders' supplies makes him a safe person to consult as to the cost of houses, and as he can sell goods as cheap as any body in the State, persons should call on

him or write for his prices. He has spent his life in the business, for he was taken, when a babe, to the lumber regions of Michigan by his parents and he remained there until he came to Tampa in 1894. Mr. Godfrey is a native of Manchester, England, but he has lived since infancy within sound of a saw, so that he knows the lumber business from the stump to the completed house.

JOHN SAVARESE,

Wholesale dealer in fish, is prominently identified with the development of the fishing industry in Tampa, being a pioneer in it, and now one of its most esteemed mercantile representatives. Born in Naples, Italy, January 26, 1862, he came to Savannah, Ga., ten years later; was educated at private schools and McCardy's Business College, and when old enough to work joined his brother, L. Savarese, in the wholesale fish business. He remained with him until 1880, then opened a wholesale fruit and confectionery store in Augusta, Ga., but relinquished that two years later to open the fish business in Cedar Keys. Finding that Tampa afforded him better facilities and opportunities than Cedar Keys, he removed here in 1885 and soon became the leading wholesale dealer, his long experience having made him familiar with all details of the industry. From almost nothing he has worked his business up until he now

employs 200 men, 15 sailing vessels, 100 small craft, and a large steamer, the "Mistletoe," and often ships $1,000 worth of fish a day to interior points and as far West as St. Louis. Mr. Savarese has received all the civic honors he cared to accept, having been elected a member of the Tampa city council two terms and being now a member of the Board of Trade. His energy has identified him with many industries. We find him the president of the Tampa marine ways, which are the largest in the State; a director of the Citizens' Bank and Trust Co.; vice-president of the Florida Fish Dealers' Association; president of the Equitable Building and Loan Association; proprietor of a large ship chandlery shop in Tampa and the Gulf Coast Fishery of Port Tampa; a manufacturer of clear Havana cigars; a shareholder in the Florida Home Insurance Company, and interested in several other enterprises from housebuilding to real estate transactions. Mr. Savarese was married to Miss Nelly Risley, a native of Michigan, and has a handsome residence in Hyde Park, near the Tampa Bay Hotel.

THE TARGET,

514 Franklin street, is the headquarters for sportsmen and sporting goods, its genial proprietors, Messrs. Aldridge & Woodruff, being always glad to meet lovers of the rod or gun or any other implement of manly sport. Sportsmen can obtain from them the best information about the shooting and fishing obtainable in the vicinity of Tampa and South Florida in general, and can be fitted out with all that is needed for angling or shooting at New York prices, with the freight added. They keep a large and varied assortment of rifles, revolvers, shotguns, fishing tackle, decoys, shooting jackets, leggings, ammunition, pipes, tobacco, base ball goods, gloves, targets, clay pigeons, glass balls, and every other article found in a first-class establishment of its kind. Vessels for cruising can be secured through them, and fitted out in the best of style at very moderate prices. One of the best gunsmiths in the State is connected with the house, and repairs all firearms in the most thorough manner, at low rates.

W. J. BERRY & CO.,

Franklin street, near Washingnon, are the principal workers in tin, copper, brass and sheet-iron in Tampa, having begun business here eleven years ago, when there

was not a similar establishment in South Florida. Their long experience and thoroughness of workmanship make them the leaders in their specialties, and enable them to command the greater portion of the city trade. Plumbing work of all kinds, and roofing and guttering made a specialty. Country orders receive prompt attention, and satisfactory results are guaranteed. Mr. W. J. Berry, the senior member of the firm, learned his business in New York and is, therefore, master of every detail, so that he can give close and correct estimates on work. His quick meal gasoline stoves are now very popular and in active demand.

L. G. CONE,

Manager of the Tampa Livery, Sale and Transfer Stables, was born in Bradford county, Florida, October 1, 1861, educated in his native place, and came to Tampa in 1889, where he started a livery business. His success was so pronounced that he organized a large company, under the above title, in 1894, and being made its

general manager he has pushed it forward until it is now the largest establishment of its kind in the State, and transacts more business than all the other stables in Tampa. Having a capital of $50,000, and the transfer work of all the hotels in the city, its upward progress can be measured only by its opportunities. The company, through its able manager, buys and sells horses, harness, carriages, and wagons; boards horses by the day, week or month; supplies parties with teams and drivers at a stipulated sum for any period; takes out hunting parties; runs omnibuses to and from all trains and boats, and keeps blooded horses on sale. The undertaking and embalming business has recently been added, and is a decided success, because prices are moderate.

W. H. ADAMS,

Wholesale dealer in saltwater fish and the proprietor of La Paloma Cigar Factory, is an excellent type of the young American which no difficulties can daunt and has versatility enough to fill a dozen positions equally well. Born in Terry, Mississippi, in 1864, he came to Sanford, Fla., in 1882, and took hold of whatever he could find to do, being in turn bookkeeper, carpenter, manufacturer, and manufacturer's agent, orange grower and buyer and shipper of oranges. Thinking Tampa afforded him a better field, he came here in 1889 and engaged in the wholesale fish business with such success that he now controls a fleet of sailing vessels and a swift steamer, the Magnet,

besides handsome yachts which he rents to cruising parties. He has a large wholesale fish house in Macon, Ga., and ships his "catch" over all the interior Southern States and West to Chicago. His cigar factory is now turning out excellent cigars which are rapidly becoming popular, especially the True Americans, La Paloma, and Los Angeles de Tampa, which is a great favorite with the public.

S. J. SLIGH & CO.

Wholesale fruit and produce dealers, 1,008 Franklin street, buy and sell fruits, vegetables, poultry, eggs, and all farm commodities, and solicit consignments from farmers, fruit growers and truck gardeners. They give the best market prices, make quick returns, and use the utmost diligence in transacting all business placed in their care. Having ample capital and an experience of ten years as wholesale produce dealers in Leesburg, they are in a position to give customers every guarantee of financial standing and business probity. The Citizens' Bank will give inquirers any needed information about them, for they are well-known to all men of standing in the trade. S. J. Sligh & Co., can

Tony Pizzo Collection S.F.

be heartily recommended to all who have produce consignments to make. They also keep a store heavily stocked with men's clothing, underwear, boots and shoes and kindred articles which they sell at small profits on cost, as their stock is

too large for such a local market. Their address, 1,008 Franklin street, should be carefully remembered by all who wish to deal with a firm of undoubted integrity and who do what they say. We can heartily commend them.

HENRY KRUSE,

Lafayette Street, near Franklin, the leading merchant tailor of South Florida, and the pioneer in his business in Tampa, was born in Holstein, Germany, in 1856; came to the United States soon after serving his term in the German army, and became identified with some of the leading tailoring establishments in Chicago, but not liking the bleak climate of the West, he removed to Tampa in 1883,

and opened the first genuine merchant tailoring house in that hamlet. He soon became a general favorite, on account of his genial ways, liberal disposition and the high order of his work. He was elected to the City Council of Tampa in 1891, receiving the largest vote cast in that election. No one can stand higher in his business than he, for his word is his bond, and he has not a mean trait in his disposition. Worth and work have made him what he is, a general favorite with rich and poor.

CAPT. V. B. McILVAINE,

Wholesale dealers in salt-water fish, is a native of Cedar Keys, Fla., having been born there August 28, 1856. He has been familiar with his business since childhood, his brothers having for years been

the largest exporters of salt-water fish in the State. Mr. McIlvaine began operations in Tampa in 1888 on a very limited capital, but through untiring industry, prudence and probity he has pushed ahead until he now transacts a cash business of $20,000 a year. His trade extends all over the South, east as far as New York, and west to St. Louis. He employs six vessels and fifty men in his business, and is therefore in a position to furnish dealers in the interior with all the fish they need at the lowest market prices. His orders are filled promptly, and supplies are so carefully packed in ice that they might cross the continent if necessary. Retail dealers would benefit themselves by communicating with him.

M. P. FERNANDEZ,

The most noted chef in Tampa, now keeps the Home Restaurant, 304 Franklin street, the best of its kind in South Florida. Tourists, visitors and residents of Tampa may find on its bill of fare all the leading American, French and Spanish dishes at prices so moderate that one sometimes wonders how they can be ser-

ved at such rates. Persons who desire special dinners can have them prepared in the most artistic manner at short notice, and in a style that will please purse and palate. Boarders are taken by the week or month on the lowest terms consistent with an excellent table. All visitors to Tampa should call at the Home Restaurant and enjoy some of the cookery of its chef, who was for years connected with the most famous hotels and restaurants in New York.

FERRIS & BLAIN,

Dealers in boots, shoes, slippers, rubbers and kindred goods, have the largest, handsomest and best stocked store in Tampa, and sell at prices that cannot be beaten in the State. The goods vary from the most delicate ladies' satin slippers to the strongest hunting boots, and are always fresh, no shop-worn goods or obsolete styles being kept on hand. To buy of the firm once is to become a regular customer, as the members are genial, accommodating and ready to do what is right in all cases.

Dr. S. W. ALLEN,

One of the most prominent dentists in Tampa, is a native of Georgia, and studied his profession at the Atlanta Dental college and the Alabama College of Dental Surgery. He was a demonstrator in charge of the college practice in the latter institution until he removed to Tampa, in May 1893, and since that

time he has built up a splendid business and a very high reputation here, and, as a result, has a large circle of clients and friends, handsomely appointed offices and all the latest appliances in dentistry. Crown and bridge work are specialties of his, and they are such models of beauty and utility that he is willing to stake his reputation on every piece of work he executes. His work has, so far, given general satisfaction, and he is therefore very popular. His finely appointed offices are at the corner of Lafayette and Franklin streets, in the Campbell Block, where visitors can find the latest periodicals.

JAMES E. PITTMAN

Is the youngest druggist engaged in business for himself in Florida, yet he has had an extensive experience in his profession, having been engaged in it for seven years in Ocala and Leesburg before removing to Tampa. He is also a graduate of the pharmaceutical department of the Vanderbilt University at Nashville, Tennessee, being graduated in the class of '93. A native of Bells, Tennessee, he removed to Florida with his parents when very young, and came to Tampa in January, 1895, where he opened a fine store at the corner of Franklin and Cass streets. This is amply stocked with pure drugs, perfumery, stationery, patent medicines, soaps, and all other goods found in a first-class establishment.

Prescriptions are put up with scrupulous care and at the lowest rates consistent with pure drugs.

GEO. R. NICHOLS & CO.,

Whose yards are opposite the Oakland cemetery on the Rock Road, can furnish residents of Tampa and South Florida in general with monuments, tomb ornaments and fittings at the lowest price consistent with good work. The members of the firm have been in business in Sanford for a number of years and can refer to any of their patrons as to their ability in every department of their line, and their moderate rates. They invite the public needing their services to give

them an opportunity of showing what they can do, and will guarantee satisfactory results, as they have executed some of the finest monumental work in the State. They can give exceedingly favorable terms on large orders, and therefore request persons to write for rates. Fencing for cemeteries, and mantels of marble, slate and iron always kept in stock.

WM. THOMAS BOYD,

A native of Cadiz, Kentucky, being born there January 10, 1850, is one of the most successful business men in Tampa,

Pizzo Coll
U.S.F.

BUSINESS IN TAMPA.

Tampa is estimated to have, in round figures, a population of 22,000, and to give prospective settlers an idea of the opportunities for successfully engaging in business here, we publish a summary of the number of persons engaged in the leading professions and occupations carried on :

Architects	8
Auctioneers	1
Bakers	12
Banks	3
Barbers	24
Bicycle dealers	2
Boarding houses	8
Blacksmiths	4
Book stores	4
Bottling works	3
Brick manufacturers	1
Brokers	4
Building materials	2
Building and loan associations	7
Business colleges	2
Carriage and wagon manufacturers	10
Cigar manufacturers	129
Civil engineers	5
Clothiers	13
Collecting agents	3
Commission merchants	8
Contractors and builders	14
Cracker Factory	1
Crockery ware	4
Dentists	9
Dressmakers	14
Drug stores	14
Dry goods	23
Electric fittings	2
Furniture dealers	12
Grocers	82
Goods—sporting	1
Hardware	2
Harness	3
Hotels	15
Ice factories	3
Insurance agents	7
Jewelers	4
Job printers	5
Laundries	18
Lawyers—firms	26
Livery and feed stables	7
Lumber and planing mills	6
Machine shops	2
Meat markets	20
Merchant tailors	8
Millinery	8
Newspapers	6
Novelty works	3
Paints	5
Pawnbrokers	1
Photographers	7
Physicians and surgeons—firms	25
Pianos and organs	3
Plumbers	3
Produce dealers	2
Private schools	5
Real Estate dealers	26
Restaurants	33
Saloons	26
Shoe dealers	8
Ship builders	1
Ship chandlers	1
Soap factories	1
Ticket brokers	3
Tinners	3
Tobacco jobbers	1
Undertakers	2
Veterinary surgeons	3
Watchmakers	3

This enumeration gives a total of 698 persons engaged in professional or business life in the city, or a ratio of one in every thirty people. Persons desirous of engaging in business here can deduce from these figures what the chances for success are. There being few manufactories of any extent, except those devoted to cigars, it would seem as if there was plenty of room for other kinds, such as tanneries, canneries and wooden ware of all sorts. The field being open, all manufacturing enterprises are made welcome and encouraged in every manner.

every enterprise he has undertaken having proved a success. He came to Tampa from Brooksville, Florida, in 1889, and has climbed the hill of success ever since, owing to his keen business instincts and

energetic character. He is now the proprietor of several establishments, prominent among which are a restaurant and a livery stable. The latter furnishes excellent turnouts at less price than any other stable in town, and boards horses at $2.50 a week. His stock and carriages are large in number and can be secured at any hour of the day or night.

TAMPA CIGARS.

The clear Havana cigars manufactured in Tampa are said by experts to be the best known to the tobacco trade, and to have every quality that a good cigar should possess. Some brands claimed to be pure Havana and produced in Tampa have been pushed on the market by some irresponsible persons who could not tell a pure Havana cigar when they saw it, but we can guarantee that the firms mentioned below manufacture the genuine articles from the best tobacco grown in Cuba.

JULIUS ELLINGER & CO., are considered second to none in the manufacture of pure Havana cigars which possess excellence of make and delicacy of flavor. They employ from three hundred to five hundred people, and strangers are pleasantly shown the entire process of manufacturing their world-famed brands, La Patricia, De Witt Clinton, La Francesca, Presidential Bouquet, John Crerar and others almost equally noted. The product of this factory received the highest award at the Columbian Exposition. The engraving of their factory gives an idea of its extent, it being one of the largest in Tampa and built of brick. One of the great characteristics of this establishment is that it works steadily throughout the year.

F. GARCIA & BROS., importers of leaf tobacco and manufacturers of clear Havana cigars, have factories in New York and Tampa, where they produce those noted brands which have given the firm such a prominent position in the estimation of discriminating smokers and dealers in cigars and tobaccos. Among the brands of clear Havana cigars which they manufacture, and can be recommended to the public, are La Tropical, El Carpio, Fela, La Pinta, Rosario, Betis, Santiso, Flor de Garcia y Hermanos and others of the highest grades of Havana cigars. Visitors will be shown through the factory.

YBOR & MANRARA, of Ybor City are among the most celebrated cigar manufacturers in the world, their brands being second to none in excellence of make, quality of tobacco or delicacy of flavor. Their most famous brand is Principe de Gales, which has a world-wide name, and next to that comes such superfine brands as Flor de Madrid, La Perla, El Triunfo and others. Lovers of fine flavors should test these.

McGECKIN & JAY,

Architects, whose office in the Hancock Block is so well known to builders, are prepared to furnish plans of all kinds of buildings from those of rustic parks to the most elaborate residences, finest churches, model schools and improved stores and warehouses. Mr. McGeckin, who is a native of Cincinnati, studied his profession in some of the largest cities of the North, and Mr. Jay mastered his in the best offices in London, so that they are thoroughly equipped for their work. They have been in partnership in Tampa since 1892, and in that time have drawn plans for some of the largest and handsomest buildings in the city. They are prepared to submit sketches for any kind of work and warrant satisfaction, but they make a specialty of residence architecture. Persons who need their services will never be disappointed in them.

J. E. McCAMANT & CO.,

No. 206 Cass St., near Franklin, are among the leading machinists in Tampa, and can repair locks, guns, umbrellas, valises, trunks and bicycles. Being a fine natural mechanic, Mr. McCamant can guarantee satisfaction in work and prices; and having ample machinery, he can now undertake jobs which formerly had to go to other cities to be completed. As an old and well-known citizen of Tampa he has won the confidence of his clients, and is now prepared to carry out any kind of jobs on a larger and better scale than ever.

J. T. BURTCH,

714 and 716 Franklin Street, proprietor of the Tampa Bargain House, deals in dry goods, millinery, gents' furnishing goods and all other articles found in such establishments. As a type of the successful merchant he has few peers, his upward career being unusually rapid. Starting business in 1888 with a capital of $22 he was able to open a store the following year, and to keep adding to it until he now occupies a capacious building packed with material, notwithstanding the fact that he sells goods more rapidly than any other person in the city. His store is often crowded with bargain

hunters from town and country, and not one leaves without securing a bargain. The establishment is well worthy of its vast patronage and should be seen by all visitors.

W. S. NORMAN,

212 and 214 Franklin Street, wholesale and retail dealer in pure native and imported wines and choicest Kentucky liquors and the leading American beers,

is now prepared to supply the trade throughout South Florida at prices that cannot be beaten and on terms that none can find fault with. Representing some of the largest houses in the United States, whose names are known from Maine to California, he is in a position to guarantee the excellence and purity of his wines and spirits, and their appreciation by a discriminating public. Retail dealers should therefore purchase of him, for none can offer better, and few as good terms. He is agent for the Acme Brewing Company of Macon, Ga., the American Brewing Company of St. Louis, and Canadian Club Whiskey—the best ever known.

Mr. John F. Lenaghan, the jobber and wholesale grocer, has one of the largest warehouses in the State, which is filled with the best goods ever brought to

Tampa, and sold at as low a price as any firm in the South can sell them. Mr. Lenaghan deals only in the choicest goods, and can give a guarantee of the superior excellence of all he handles. He

has been in the wholesale and jobbing business in Orlando and Sanford for ten years, and in that time no man can point to a mean or discreditable act performed by him. He is the soul of politeness and geniality, and a true friend to his patrons. Persons dealing with him may rest assured of receiving the most honorable consideration, and terms which cannot be duplicated in the State.

THE CASH GROCERY CO.,

Corner Tampa and Tyler Sts., are the absolute leaders of low prices in staple and fancy groceries, hay, grain and feed stuff, and cater particularly to the out-of-town trade and to close cash buyers. From an humble beginning this company have advanced step by step until they are now in a position to meet any possible competition in South Florida, because they buy for cash, sell for cash, and always make it interesting for anybody who has cash to buy with. The manager of the company believes in politeness, giving good measure, treating all with equal deference, and, as a result, the store of the Cash Grocery Company has the best of patronage. Its prices snould be tested by every person in the county.

EDENFIELD & JETTON,

Contractors and builders, are prepared to make plans for all kinds of houses, build them at the lowest possible prices, and deliver them true to contract. Being the largest lumber dealers in the city, they can fill lumber orders to any amount, and having a thoroughly equipped planing mill can deliver goods in every desired form for building purposes. Their work being of the highest character, they have constructed some of the finest business blocks and residences in Tampa and have given general satisfaction in all cases. Their mills and offices are in Ybor City.

HOBBS & LOFQUIST,

Corner Rock Road and Florida Avenue, are dealers in saddlery, harness, collars, whips, laprobes, handmade harness, carriage trimmings and kindred articles. They deserve the fullest patronage, because their stock is large, prices moderate and repairing as good as it can be. Being earnest, honest and thorough workmen they guarantee to give customers full satisfaction.

WEST TAMPA

Is one of those towns which has been built with magical rapidity, yet with most unexpected thoroughness. In 1892 the ground which it occupies was a mere waste of pines and scrub palmettoes but to-day that waste boasts of a population exceeding 4,000, several large wooden and brick cigar factories, the handsomest and most commodious public school in the State, over ninety business houses, and long streets of cottages in which dwell industrious cigarmakers who make from twelve to fifty dollars each per week.

It is occupied mainly by the best class of Cubans and Spaniards, and is so orderly that only half a dozen arrests have been made there since it received its charter as a city in June, 1895, and these were for very trivial causes. All its inhabitants seem to be happy and prosperous, and the neat appearance of the minature flower gardens in front of many houses show that the residents have refined tastes. The greatest want in West Tampa, at present, is houses for the people who are constantly coming there from other cities. Houses built for artisans there pay from twenty to fifty per cent per annum on their cost, and are in constant demand. The building of houses that rent from three to five dollars a week is a very profitable investment, as lumber is cheap and convenient and carpenters plentiful.

The electric railway runs from one end of the city to the other, making all parts easy of access. Church organizations are numerous, and the public school, which cost $18,000, is the most prominent building in the place.

The purchasing of real estate as investments is one of the features of West Tampa enterprise, because property is sure to advance rapidly in value, owing to the constant building of cigar factories and dwelling houses. Among those who own the best real estate in the city are the Macfarlane Investment Company, Geo. N. Benjamin, Philip H. Collins, C. S. Wilcox, Jones & Cooper and Beckwith & Henderson. These parties sell valuable lots at moderate prices, and may be depended upon in all transactions. Mr. Hugh Macfarlane, of the Macfarlane Investment Company, is one of the best known lawyers in the State. and has been most prominent in the upbuilding of West Tampa. He will invest money to the best advantage for persons at a distance and give inquirers all information.

GEO. N. BENJAMIN,

Who is joint owner in the Benjamin and Collins Addition to West Tampa, and one of the most successful upbuilders of the city, was born in Kendallville, Indiana, in 1856, but moved when very young with his parents to Omaha, Nebraska, where he was educated and studied pharmacy.

He came to Tampa in 1875 to join his father, the highly esteemed Dr. Benjamin, and bought several hundred acres of land in what is now West Tampa, but was then a wilderness, besides large tracts of phosphate and farming lands in Hillsboro and adjoining counties.

The West Tampa lands were laid out as a town site in 1892, and the work of rearing a town begun the following year by

the building of bridges, electric railways, cigar factories, mercantile establishments and dwelling houses, and the opening of capacious streets. The work of construction has been pushed so rapidly that his Additions now contain seven fine cigar factories, one cigar box factory, a sash and planing mill, and over two hundred dwelling houses. The section is improving so rapidly that it is considered one of the best places in Florida in which to invest, as lots which may now be bought for prices ranging from $100 to $300 will double in value in less than two years. Houses built on these lots pay from twenty-five to fifty per cent a year on the capital invested, and they are usually rented before they are ready for occupation. Persons desirous of investing in these lots can obtain full information by addressing Benjamin & Collins, West Tampa. All purchasers are treated alike, whether they buy from a map or in person, the firm being of too high a standing to indulge in double dealing. Mr. Benjamin is a member of the Board of Trade, president of the West Tampa City Council, a director of the Citizens Telephone Company and the Tampa Fire Insurance Company, besides many other public enterprises.

PHILIP HENRY COLLINS,

City Collector of West Tampa, and proprietor of the Tampa Sales Stables and Veterinary Hospital, was born in Grundy county, Illinois, June 21, 1854; came to Tampa in 1877 and built the Collins House, which was for years the leading hotel in the city. In 1881, after running it four years he rented it to other parties and devoted his attention to such industries as required his special care. Having purchased large tracts of land in what is now West Tampa, soon after his arrival in Tampa, he and his brother-in-law, Mr. Geo. N. Benjamin, who also owned a large area there, platted the united tract and had cigar factories and houses for the operators built on it to accommodate

the hegira from Key West in 1893. This land has become very valuable, yet it is sold at very moderate prices. Mr. Collins has a fortune at his command in that tract, yet, being fond of fine horses, he opened the sales stable and hospital in connection with Dr. N. B. Rhodes, who is a graduate of the American Veterinary College and the ablest Veterinary Surgeon in the State.

Mr. Collins was elected the first city collector of West Tampa, in June 1895, and most creditably fills that position. He is very popular. He was married in 1878 to Miss Phœbe Holroyd of Grundy county, Illinois, and is the father of two children.

STANISLAUS F. O'HALLORAN,

City Treasurer of West Tampa, was born in Havana, Cuba, but came to Key West, Florida, in 1871, and in company with two brothers began the manufacture of cigars on a modest scale, but business increased so rapidly that the name of the O'Halloran Company became known all over the United States in a comparatively short time. The firm moved to West Tampa in 1893 and opened one of the largest cigar factories there, it giving employment to three hundred people. Its most famous brands are: Aduana, Key West, El Reposo and Flor de O'Halloran, and these are considered unexcelled by discriminating smokers.

When West Tampa was organized as a city in June, 1893, Mr. Stanislaus F. O'Halloran, who is the general manager of the company, was elected city treas-

JUAN B. CREAGH & CO. manufacture the best CLEAR HAVANA CIGARS made in Tampa
JUAN B. CREAGH & CO., West Tampa, and 134 Chestnut Street, Philadelphia.

Pizzo Coll
U.S.F.

urer and his bookkeeper, Col. Figueredo, the well-known Cuban patriot, the Mayor. No greater compliment than this could be

paid the company, but it was deserved, as all its officials are enthusiastic Cubans, generous contributors to the Cuban war fund and kind friends to their employees.

ALFONSO GARCIA,

Real estate agent and commission merchant of West Tampa, is a native of Havana and was born September 26, 1863. He came to New Orleans with his parents when eight years of age and remained there nineteen years, after which he traveled extensively through the North and West. He came to Tampa in 1886 and has been connected with its industries ever since, except three years spent in Northern cities. He returned in 1893, opened the splendid factory of Gonzales

Mora & Co., and managed it for some time, but left to become the leading packer with O'Halloran & Co., in West Tampa. On leaving that firm he opened a large liquor establishment in West Tampa, a real estate agency and a general commission house, where horses, pianos organs, furniture, and other goods are sold on the best terms and lowest prices. He is one of the leaders among the Cubans, and ran for mayor of West Tampa in June, 1895. Mr. Garcia is genial in manner, very popular and a leader among his countrymen.

The Tampa Building and Investment Company is one of the most successful enterprises ever started in the city, and is making as much, or more, money for its shareholders as any other business in Tampa. The capital stock of the company is $500 000; shares are $100 each, but only preferred stock, with its guaranteed 8 per pent interest, is sold, The object of the company is to supply the demand for stores and dwellings in Tampa and vicinity, and as they build much better houses for the cigarmakers than were ever built before, they can rent their residences at good prices as soon as they are habitable. This is a wise policy, as they thereby secure permanent tenants and enhance the value of all properties in localities where they operate. Their houses rent readily at a rate which guarantees all holders of preferred stock 8 per cent interest, payable semi-annually. Parties desiring full information about the company should address F. C. Buffum, President, Westerly, R. I., or M. E. Gillette, general manager, West Tampa, Florida.

ATTENTION, TOURISTS AND EPICURES.

The New York Hotel in West Tampa, close to the Tampa Bay Hotel, is prepared to supply lunches, dinners or suppers in the best Cuban or Spanish style for parties of visitors who wish to enjoy the delicacies of the Spanish cuisine, and Spanish wines at very moderate prices. Meals will be prepared at any hour by giving notice in time. The Manager, Senor Emilio Garcia, has had several years experience in the hotel business, and can guarantee satisfaction to his patrons. Remember the address, New York Hotel, West Tampa.

HOW A WOMAN PAID HER DEBTS!

I am out of debt, and thanks to the Dish Washer business for it. In the past five weeks I have made over $500, and I am so thankful that I feel like telling everybody, so that they can be benfitted by my experience. Anybody can sell Dish Washers, because everybody wants one, especially when it can be got so cheap. You can wash and dry the dishes in two minutes. I believe that in two years from now every family will have one. You can get full particulars and hundreds of testimonials by addressing the Iron City Dish Washer Co., 145 S. Highland Ave., Station A, Pittsburg, Pa., and you can't help but make money in this business. I believe that I can clear over $3,000 the coming year, and I am not going to let such an opportunity pass without improvement. We can't expect to succeed without trying. Mrs. B.

PORT TAMPA

Is the port of entry for Tampa, the terminus of the Plant Railway system in this section, and the point where the Plant steamers leaves for St. Peterburg, Manatee River, Key West, Havana, Jamaica, Honduras, Mobile and other places, and the Morgan steamers that ply to New Orleans. A long dock which extends for over a mile in the bay is a great resort for anglers, as they catch every marine species there from an angel fish to a shark. The port is the greatest phosphate shipping point in the world, hundreds of thousands of tons being exported from there every year. It presents a very interesting aspect at all times to the lover of the feathered creation, but particularly in winter, when thousands of sea-ducks and pelicans cover the water near the wharves and boldly approach to eat food thrown overboard by visitors. The Inn is one of the attractions on the pier, it being built over the water, and pelicans, ducks and other sea-birds, and myriads of of fishes playing beneath it. Fish may be caught from its dining rooms, which command a beautiful view of Tampa Bay, and Picnic Island with its densely wooded shores and fine bathing beach. The water is fifty-two feet deep at the Port Tampa docks at mean tide, and twenty-five feet at the outer bar, which was crossed by Admiral Walker's White Squadron a few years ago. The city of Port Tampa, which is a mile from the pier, has a population of almost 1,200, composed largely of the employees of the Plant System and some cigar makers. It has a city charter, a municipal government, a brass band and all the other adjuncts of a modern city, such as churches, schools, clubs, fraternal and secret societies, a newspaper and an association of anglers famous for its shark stories.

ST. PETERSBURG,

Nine miles from Port Tampa, is one of the most promising towns in Florida, its position being favorable for an extensive commerce. It has a population of about 1,200, composed largely of Northern people; has splendid school facilities, several churches, secret and fraternal societies and hotels, and affords excellent opportunities for bathing, boating and fishing. It is really about the best fishing point in the county, and scores of visitors may be seen at a time angling on the long railroad wharf.

The hotels are moderate in price, the rates at the excellent Hotel Detroit being from $2.50 to $3 a day, at the Claraden and Paxton hotels $2 a day.

The city has a good banking institution in the St. Petersburg bank, which is now under new management, Mr. Wm. McLeod, a member of the Bankers' Association of Scotland, being president, Col. L. Y. Jenness, vice-president, and Mr. Alastair McLeod, cashier. The land business done in St. Petersburg is unusually large. Col. L. Y. Jenness has a large tract which he wishes to sell at very low figures to actual settlers or to people who buy in considerable bodies. This is among the cheapest land in Florida, as no part of it is over six miles from a railroad, and most of it is traversed by a splendid railway line. Col. Jenness is the land agent of the S. & St. P. R. R., and has many rare bargains to offer cash buyers. Persons wanting a home where the scenery is grand, the soil fertile, healthy and on a beautiful harbor where fine land and water sports are convenient should inquire of Col. Jenness about Avoca Grove, better known as "My Florida Home," for whoever purchases it will have a place to be proud of.

One of the stores in town worth knowing is the St. Petersburg Cash Store, which is conducted by the Harrison Brothers. This carries a very large and varied stock of goods, sells them at very close margins, disposes of them rapidly, and thereby secures a constant supply of fresh material. An extensive assortment of staple groceries, clothing, dry goods, underwear, boots and shoes, grain and hardware, and kindred articles is always on hand, and sold at less than Jacksonville rates. Honest goods and low prices being their motto, persons at a distance can buy as cheaply as those who visit the store. Settlers and hunting and fishing parties can be supplied at short notice with any goods required by calling at, or writing to, the St. Petersburg Cash Store, Harrison Brothers, managers.

CLEARWATER

Is charmingly situated on a bluff overlooking St. Joseph's Bay, an arm of the Gulf of Mexico, and on the line of the Sanford and St. Petersburg Railroad. It is about sixteen miles from St. Petersburg, the terminus of the railway on Tampa Bay, and is therefore readily accessible from all points in the State. It has a population estimated at 400; contains a Methodist, Presbyterian, Baptist and Episcopal church; has an excellent public school, three hotels, and runs a trading vessel to Mobile which brings down Western grains and feedstuff and delivers them at the lowest price.

Clearwater may be called the villa town of the West Coast, its bold bluffs being lined with the handsome cottages of winter residents, most of whom are people of wealth and refinement. Its long piers extend far out in the bay and are ideal angling stations, and several fast yachts and naphtha launches ride at ease in the pellucid bay, which is landlocked and protected from gales by an archipeligo of islands two miles distant. The bay affords excellent angling, over twenty-five species of good fishes making it a favorite rendezvous. Tarpon are abundant at certain seasons, and the gigantic jewfish is a permanent resident.

The environing woods give good quail shooting, and the rides and drives are

attractive, especially those along the bay.

Of the hotels, the Sea View is the best known, it being owned and run by Mr. Kamensky, the famous Russian sculptor who came here for his health and found it. The Sea View is beautifully situated on a bluff overlooking the bay and in the midst of a bearing orange grove and fine forest trees that are covered with tangled masses of vines which give them an air of tropical luxuriance. The rates are moderate, and the service good and home-like, and therefore satisfactory. Persons who write for terms will receive prompt replies.

Mr. T. I. Sheridan, the postmaster of Clearwater, and one of the best who has ever held the office, is a walking encyclopedia of the region, and will be pleased to give inquirers any information required about the region.

S. S. Coachman & Co. are the leading contractors, builders and grocers of Clearwater, and are ready to build any kind of a structure, whether large or small, or made of brick or wood, at the lowest responsible price. They sell brick, lumber and groceries at Jacksonville rates, with the freight added, and can supply families and tourists with the choicest goods in any quantity. Mr. Coachman is one of the most progressive citizens in this region and prominent in all town enterprises.

J. T. Sloan, contractor and builder, has been identified with the construction of houses of all kinds for nearly thirty years, and is prepared to bid on any kind of a structure. A native of Florida, he thoroughly understands the sort of buildings needed in this State and guarantees satisfactory results on all his work.

The barber and bathing establishment is kept by Prof. McDuffee, who is an artist in his line.

J. J. Eldridge, the leading real estate agent, has been identified with the land business for nine years and has some of the choicest bay fronts, business lots and grove property in the State for sale at prices so low that to see them is to buy them. He has groves so little injured that they will pay a heavy annual per centage on their cost now, and much more in the future. He has lots that command splendid views of the Gulf of Mexico and make the choicest residence sites, and others in the business part of the town. All are sold very low and would therefore make capital investments. Write for particulars.

The esteemed mayor of Clearwater, Mr. J. W. Matchett, has been in the drug business on the west coast for several years and keeps on hand the choicest drugs, perfumery, toilet articles, stationery and all other articles found in a first-class establishment. He is a native of Florida, and has won success through his own unaided efforts.

DUNEDIN,

Four miles from Clearwater, is a pretty hamlet and famous for the number of orange groves that surround it. Some of these are noted for their size. The town has two hotels, the best known being the Arcadia, of which Mr. Henry Handy is proprietor. Excellent quail shooting is found in the vicinity, and fine angling in the bay which washes Dunedin's shore. This town is also dotted with handsome cottages belonging to citizens of Cleveland, Chicago and other western cities, and is rapidly becoming a prominent winter resort. Land is cheap and schools and churches being plentiful, it offers good facilities for lovers of a fine and healthy climate who appreciate sport with rod and gun by forest and ocean.

OZONA,

Six miles north of Dunedin and one mile south of Sutherland, is situated on St. Joseph's Bay and commands charming views of the waters and islands that stretch before it to the horizon. It is one of the healthiest places in the State, and, as a result, several physicians from Northern states have established winter homes there. Like all the region between the southern bank of Anclote river and Pinellas, its orange groves have escaped, comparatively, uninjured from the severe frost of 1895, and now look better than ever. Ozona contains two hotels and a large mercantile establishment which is owned by the Alliance Exchange.

The Eavey House, owned by Mr. L. H. Eavey, is one of the cosiest and most comfortable in Florida, and is situated in a pretty orange grove close to the bay. It is extensively patronized, both winter and summer, its prices being very moderate and its service excellent. Good fishing is obtainable almost at the door, and no place affords better opportunities for bathing and boating.

The Alliance Exchange store, of which Mr. J. O. Gideon is general manager, is one of the largest and best on the coast, and sells goods at lower rates than any other establishment in that section. It carries the choicest staple groceries, good furniture, hardware, clothing, boots and shoes, hats and caps, country produce, saddlery and harness and delivers them at the railway station free of cost. It transacts a heavy business, thanks to its genial manager and moderate prices, and is looked upon as a boon to the entire region.

The Ozona House, conducted by M. E. Young, is on the main street, close to the bay and post office, and one of the best and cheapest on the coast. It is in the midst of a fine orange grove, and its guests can have all the oranges they need gratuitously, and get plenty of fresh milk, fish, oysters and other delicacies. Write for prices and you will be astonished to learn how moderate they are.

Mr. J. C. Craver has some fine land near Ozona, which will soon be placed on the market. Inquirers may address him at Sutherland.

SUTHERLAND

Is famed for its fine hotel, the San Marino, which ranks next to the Tampa Bay Hotel in size, completeness and equipment. It is managed by Messrs. Imhoff and Elliott, two hospitable and enterprising gentlemen from Omaha. The woods and waters close by are full of game and fish, and charming drives run in every direction, but that to Lake Butler and the Manor of the late Duke of Sutherland is the favorite. Terms at the hotel are very moderate, considering its excellence, and plenty of fresh oranges are always obtainable.

TARPON SPRINGS

Is the prettiest town on the west coast, its palm-lined streets, clay-capped roads, which afford excellent cycling and driving, pretty bayous where rowing, sailing and angling may be enjoyed, and the delightful scenery of the Anclote river making it an ideal resort during the winter. It has a population of about five hundred, and excellent hotels, schools and churches. Close by, in Anclote Harbor, are the sponge kraals of the sponging vessels, sponge packing houses, and Avoca Grove, famous as "My Florida Home." This beautiful grove is now for sale, owing to the absence of the proprietor. For terms call at the grove, opposite Anclote, or,

J. C. BEEKMAN,

Is the leading real estate agent of the town. Mr. Beekman has the finest properties in Tarpon and the surrounding country for sale at wonderfully low prices, and can give genuine bargains in town lots, bearing orange groves, wild lands and fine timber lands. His properties along the Anclote river and Gulf of Mexico are by all means the best in the county, as they are rich, healthy, magnificently situated on, or very close to, the Gulf of Mexico, and contain bearing groves in some cases. All searchers for homes or investments in Florida should see or write to him. He owns the largest grocery store in town and is thoroughly reliable.

PLANT CITY.

Thirty miles from Tampa, in the eastern section of the county, is Plant City, which was named in honor of Florida's esteemed railroad magnate, Mr. H. B. Plant. It has a population of several hundred; is in the midst of a rich grazing, farming and fruit growing region; is traversed by two railroads; has a fine public school; several churches and societies, and an unusually good newspaper in the Plant City *Courier*, which is edited by Capt. Merrin, who commanded Merrin's (Mississippi) Battery during the war.

The surrounding country is rich and would make a capital field for small farmers, who have some ready cash, as it produces strawberries and vegetables in abundance. It has several stores, which carry large stocks of goods, and the elements of a live progressive town.

The.... Highlands of the Gulf

This is the name given that part of Florida which extends along the Gulf coast, from the northern limits of Pasco County to Point Pinellas, in Hillsboro County, on account of its altitude, it being the highest portion of the State on the littoral. It embraces some of the richest and healthiest lands in the South, and being well timbered and watered, and close to a magnificent body of salt water that gives constant breezes, it is rightfully considered one of the best places in Florida for those persons who wish to settle in a region where a good living can be obtained from the soil; where the facilities of transportation are convenient; the climate is an ideal one, free alike from sweltering heat or blistering cold; and all the adjuncts of civilization are readily obtainable.

Homeseekers, either as individuals or in parties of colonists, who wish to obtain full and accurate information obout the rich and beautiful Highlands of the Gulf, may address

LEANDRO T. SAFFORD

TARPON SPRINGS,

AGENT FOR THE

Lake Butler Villa Co.

AND THE

Coote Land and Improvement Co.

HE HAS FOR SALE, ON ADVANTAGEOUS TERMS,

Building Lots, Hotel Sites, Orange Groves, Vegetable and Sugar Lands,

IN AND AROUND

TARPON SPRINGS,

ONE OF THE MOST POPULAR TOURIST RESORTS IN FLORIDA.

. . . THE

Beckwith &...
...Henderson

Real Estate Agency.....

TAMPA, FLA.,

Are the Largest Real Estate Dealers and Money Loaners in Florida.

THEY HAVE ALWAYS FOR SALE

The Choicest City Property, Houses, Phosphate Lands, Orange Groves, Truck Farms, Wild and Timber Lands,

AT THE LOWEST PRICES.

They make Investments Collect Rents and Pay Taxes for Non-Residents, and Loan Money at 10 % net to customers.

Their Offices are in the Beckwith & Henderson Block.

The Central of Georgia Railway

Is one of the most interesting and remarkable railways in the South, being without a bridge or trestle from Macon to Atlanta, a distance of 103 miles. The total mileage is 1,500 miles.

It is one of the most solidly built and finely equipped railways in the world, and runs through such attractive and prosperous cities as Savannah, Atlanta, Athens, Augusta, Macon, Albany, Montgomery, Columbus, and Birmingham.

This splendid road charges less for sleepers than the Pullman Company, and operates its own sleepers between Savannah, Macon and Atlanta, and through sleeping cars between St. Louis, Nashville, and Jacksonville, via Chattanooga; Atlanta, Macon, Tifton and Waycross, over the L. & N., N. C. & St. L., the W. & A., the Georgia Southern and the Plant System.

This is called the "Tifton Route," and requires but one change of cars between Chicago and Florida. It is the shortest route between Jacksonville, Chicago and St. Louis.

All persons visiting the South should take a run over the Central of Georgia, to see the progressive cities, splendid scenery, prosperous farms, large cattle ranches, and miles of fruit trees on the route.

The Ocean Steamship Company,

Which plies between Savannah and New York, Philapelphia and Boston, is the best, the most comfortable, and the least expensive. The sea trip is delightful and invigorating, and the table all that the most fastidious can desire.

Four kinds of tickets are sold—first-class, excursion, intermediate and steerage—and these can be obtained at any railroad ticket office in Florida.

The Florida representative, Mr. Walter Hawkins, whose office is in Transportation Block, Jacksonville, will be pleased to give inquirers all information desired, and Mr. J. C. Haile, the Gen'l Pass. Agent of the Central, at Savannah, whose name is synonomous for politeness, is always ready to extend every courtesy to tourists and sportsmen.

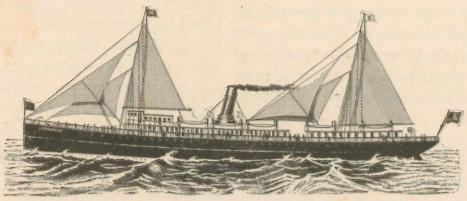
Clyde Steamship Co.

BETWEEN

Philadelphia, New York, Norfolk,
Richmond, Wilmington, Georgetown
Charleston, Jacksonville, Sanford,

AND INTERMEDIATE POINTS,

Hayti and Santo Domingo.



"NEW YORK, CHARLESTON AND FLORIDA LINES,"

For Charleston, S. C., the South and Southwest,
For Jacksonville, Fla., and all Florida Points.

SAFETY, COMFORT, PLEASURE.

Appointed Sailing Days from Pier 29, East River, New York:
MONDAYS, WEDNESDAYS AND FRIDAYS AT 3 P. M.

The ONLY LINE between NEW YORK and JACKSONVILLE without Change

Unsurpassed Passenger Accommodations and Cuisine.

The Fleet is composed of the following elegant steamers: ALGONQUIN, SEMINOLE, IROQUOIS, CHEROKEE, YEMASSEE, DELAWARE.

Through Tickets, Rates and Bills of Lading for all points South and Southwest (via CHARLESTON) and all FLORIDA points (via JACKSONVILLE).

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